BROADCASTING

1952

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BROADCASTING YEARBOOK

1952

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YEARBOOK

1952 BROADCASTING
Yearbook Number

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1952 by BROADCASTING
PUBLICATIONS, INC.

WOR sells everything*

for more people
to more people
at less cost more often
than any other station
in the United States!

*depending that the product or service is ethical, in good taste and in the interest and welfare of WOR's millions of listeners.

XUM

What DO YOU WANT IN 1952?

IF IT'S DISTRIBUTION...

A manufacturer selling through grocery outlets established distribution of his product in various important Chicago chain groups through use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

IF IT'S "IN-STORE" CO-OPERATION...

The successful WLS Summer Food Promotion Plan (OPERATION GROCER) through co-operation with eight leading Food Groups offers food advertisers extensive merchandising in 2,300 Chicago area grocery stores. The Plan brought concrete results to WLS food advertisers in 1951 — and will be continued in 1952.

IF IT'S DIRECT, TRACEABLE SALES...

An insecticide company with a product selling at $2.98 got impressive sales at a cost-per-order of only 38¢ . . . 13% of the sales price! Another company sold $19,974.45 worth of its product directly through use of a series of WLS early morning programs! Here is proof of a responsive audience . . . the power to produce tangible results!

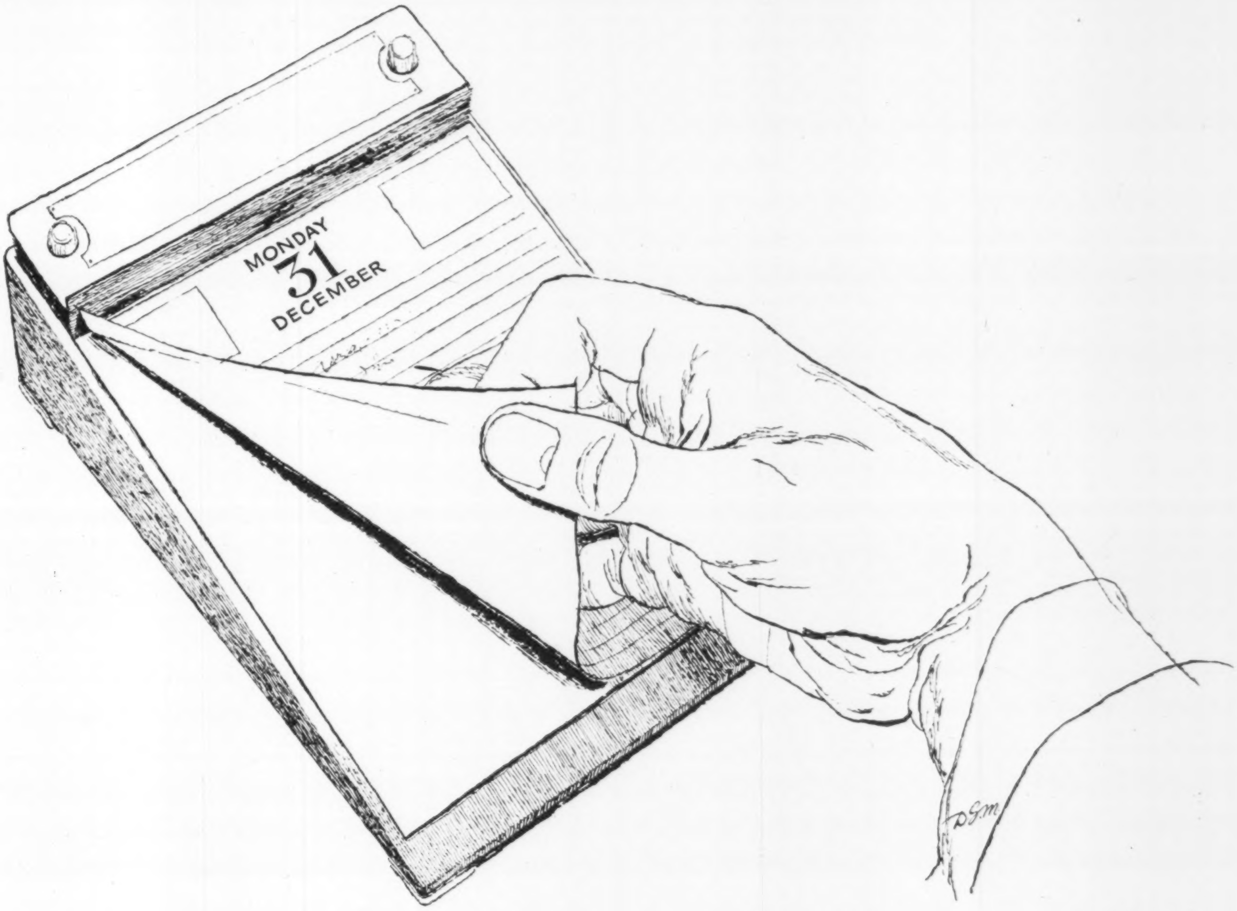
What we did in the cases above cited—no different from what we did for countless others in 1951, and in the many years preceding—we can do for you in 1952. Ask us—or your John Blair man—for details.

WLS

The
PRAIRIE
FARMER
STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7



As the year ended . . .

TRADITIONALLY, year's end is a time for taking stock, for adding up a final score.

The score at Young and Rubicam shows that again in 1951 there was a sizable increase in the amount of dollars placed through our agency with television networks and individual local stations.

It also shows that, as the year ended, Young and Rubicam was placing the following radio and television shows for its clients:

TELEVISION SHOWS

"Paul Whiteman Review" for the Goodyear Tire and Rubber Company, Inc.

"Young Mr. Bobbin" for the General Foods Corporation.

"Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.

"Mr. District Attorney" for the Bristol-Myers Company.

Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.

"It's News to Me" for the General Foods Corporation.

"The White Owl Sports Spot" for the General Cigar Co.

"Herb Shriner Time" for Cluett, Peabody & Co.

"We, the People" for the Gulf Oil Corporation.

"Playhouse of Stars" for the Jos. Schlitz Brewing Company.

"Bigelow Theatre" for the Bigelow-Sanford Carpet Company, Inc.

"Roy Rogers" for the General Foods Corporation.

DAYTIME TELEVISION

"Kate Smith Show" for the Singer Sewing Machine Company.

"Kate Smith Show" for the Simmons Company.

"Garry Moore" for the General Electric Company.

"Bert Parks Show" for the General Foods Corporation.

"Bill Goodwin Show" for the General Electric Company.

"Kate Smith Show" for Hunt Foods Inc.

"Kate Smith Show" for Cannon Mills, Inc.

"Kate Smith Show" for Johnson & Johnson.

RADIO SHOWS

Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.

"Halls of Ivy" for the Jos. Schlitz Brewing Company.

"Counterspy" for the Gulf Oil Corporation.

"Mr. District Attorney" for the Bristol-Myers Company.

"Hopalong Cassidy" for the General Foods Corporation.

"Gangbusters" for the General Foods Corporation.

Allan Jackson & the News for the Metropolitan Life Insurance Company.

DAYTIME RADIO

"Give & Take" for Cannon Mills, Inc.

Don McNeill's "Breakfast Club" for the General Foods Corporation.

"Second Mrs. Burton" for the General Foods Corporation.

"Brighter Day" for the Procter & Gamble Corporation.

"Lorenzo Jones" for the Procter & Gamble Corporation.

"Nancy Dixon" for Sanforized Division of Cluett, Peabody & Co.

YOUNG & RUBICAM, Inc.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood
Montreal Toronto Mexico City London

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BBDO RADIO AND TELEVISION

NATIONAL NETWORK PROGRAMS

TELEVISION

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"Robert Montgomery Presents—
Your Lucky Strike Theatre"
"The Jack Benny Television Show"
"This Is Show Business"
"Your Hit Parade"
"Meet the Champ"

RADIO

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"The Jack Benny Program"
"Your Hit Parade"
"Kenneth Banghart and the News"

TELEVISION

ARMSTRONG CORK COMPANY
Floor Coverings, Building Materials
"Armstrong's Circle Theatre"

RADIO

ARMSTRONG CORK COMPANY
Quaker Rugs
"Theatre of Today"

RADIO

CREAM OF WHEAT CORPORATION
Cream of Wheat
"Let's Pretend"

TELEVISION

CURTIS PUBLISHING COMPANY
The Saturday Evening Post
"Keep Posted"

TELEVISION

DE SOTO-PLYMOUTH DEALERS OF AMERICA
"The Groucho Marx Show—
You Bet Your Life"

RADIO

DE SOTO-PLYMOUTH DEALERS OF AMERICA
"The Groucho Marx Show—
You Bet Your Life"

RADIO

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Cavalcade of America"

TELEVISION

GENERAL ELECTRIC COMPANY
"The Fred Waring Show"

TELEVISION

THE B. F. GOODRICH COMPANY
Silvertown Tires
"B. F. Goodrich Celebrity Time"

RADIO

GEO. A. HORMEL & COMPANY
Canned Meat Products
"Music With the Girls"

TELEVISION

MINNESOTA MINING & MFG. CO.
"Scotch" Brand Cellophane Tape
"Juvenile Jury"

TELEVISION

PENICK & FORD CO., INC.
My-T-Fine Pudding
"Ruth Lyons' Fifty Club"
(Participating)

RADIO

REXALL DRUG COMPANY
Drug Products
"Amos 'n' Andy"

RADIO

U. S. STEEL CORPORATION
"Theatre Guild on the Air"

RADIO

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo
"The F. B. I. in Peace and War"
"The Shadow"

BATTEN, BARTON, DURSTINE & OSBORN, INC. *Advertising*

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

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TELECASTING*

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Telephone MEtropolitan 1022

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Editor and Publisher

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Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU

Taft Building, Hollywod and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO

417 Harbour Commission, *EMpire 4-0775;* James Montagnes.

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*Reg. U. S. Patent Office

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Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

WHY WE BELIEVE IN RADIO AND TELEVISION

BECAUSE their primary function is to operate in the public interest.

BECAUSE they have become important cultural and social forces in our American way of life.

More than 9 out of 10 American families are influenced by them every day.

BECAUSE they have given us, and our clients, two of the most useful of all media for selling people by *telling* people.

There is no more intimate means of communication than the human voice.

BECAUSE in *their* unlimited future of spontaneous, educational, sales-producing entertainment . . . lies *our* future, too!

FOOTE, CONE & BELDING

NEW YORK • CHICAGO
LOS ANGELES • HOLLYWOOD • SAN FRANCISCO
HOUSTON

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ABBREVIATIONS IN 1952 YEARBOOK

EXECUTIVE PERSONNEL

Administrative Assistant	adm. asst.
Assistant Chief Engineer	asst. ce
Assistant Commercial Manager	asst. cm
Assistant General Manager	asst. gm
Assistant Program Director	asst. pd
Assistant to President	asst. to p
Business Manager	bus. m
Chairman of the Board	chmn. of bd.
Chief Bookkeeper	chief bkpr.
Chief Engineer	ce
Co-Engineer	co-engr.
Co-Owner	co-o
Commercial Manager	cm
Commercial Production Manager	coml. pdm
Director	d
Director of Engineering	d of engrg.
Director of Operations	d of opers.
Executive Officer	exec. officer
Executive Owner	exec. o
Executive Producer	exec. prod.
Executive Vice President	evp
Facility Director	facility d
Film Director	fd
Film Director	film d
General Manager	gm
General Sales Manager	gen. slm
Local Sales Manager	loc. slm
Manager	m
Manager of TV Operations	m of TV opers.
Managing Director	mgng. d
National Commercial Manager	natl. cm
News Director	nd
Office Manager	office m
Owner	o
Partner	ptnr.
Partners	ptnrs.
President	p
Production Coordinator	prod. coordinator
Production Director	prod. d
Production Manager	pdm
Program Director	pd
Program Manager	prog. m
Program Supervisor	prog. sup.
Promotion Director	prom. d
Promotion Manager	pmm
Public Affairs Director	pub. affairs d
Public Relations Director	pub. rel. d
Publicity Director	publ. d
Regional Manager	reg. m
Resident Manager	res. m
Sales Director	sls. d
Sales Manager	slm
Secretary-Treasurer	secy.-treas.
Special Events Director	sp. events d
Sports Director	sd
Station Director	sta. d
Station Engineer	sta. engr.
Station Manager	sm
Station Supervisor	sta. sup.
Studio Supervisor	studio sup.
Supervising Engineer	sup. engr.
Technical Director	tech. d
Traffic Manager	traffic m
Transmitter Supervisor	trans. sup.
Vice President	vp
Women's Director	wd

TRANSCRIPTION LIBRARIES

Associated	Assoc.
Capitol	Cap.
Cole	Cole
Lang-Worth	L-W
MacGregor	Mac.
SESAC	SES.
Standard	St.
Thesaurus	Thes.
World	Wld.

TRANSMITTER MAKES

Collins	Col.
Crosley	Cros.
DuMont	DuM.
Federal	Fed.
Gates	G
General Electric	GE
Marconi	Marc.
Northern Electric	NE
RCA	RCA
REL	REL
Raytheon	Ray.
Temco	Tem.
Western Electric	WE
Westinghouse	WH

19th Year

Monday through Friday
ABC 8 to 9 A.M., CST

SWIFT
PHILCO
JELL-O

"Be Good to Yourself"

is the wish of

DON McNEILL

TOASTMASTER of THE

Breakfast Club

You can get too fascinated!

Doing TV commercials is a fascinating business.

In some ways, it can be too fascinating.

That is, a lot of people get so excited about barn-door wipes, supered words, zoomar lenses and stop motion that they forget what the main point of TV really is.

The main point, of course, is selling. Good, simple, clear-cut selling.

Frankly, we're very proud of the way McCann-Erickson commercials sell.

XUM

Here's an example:

A McCann-Erickson client with a big-time TV show recently made a special check on his retail sales.

He found that as a result of one program in one market, he sold $161,672 worth of merchandise in one week—at an advertising cost of only 2%.

McCann-Erickson, Inc.

Advertising

New York, Boston,
Cleveland, Detroit, Chicago,
Cincinnati, San Francisco, Los Angeles,
Hollywood, Portland and offices
throughout the world.

XUM

Cornerstone...

Here is the finest building of its kind in America.

It is the brand new home of Northern California's oldest radio station . . . and the area's leading independent . . . KSFO, and of San Francisco's pioneer television station . . . KPIX.

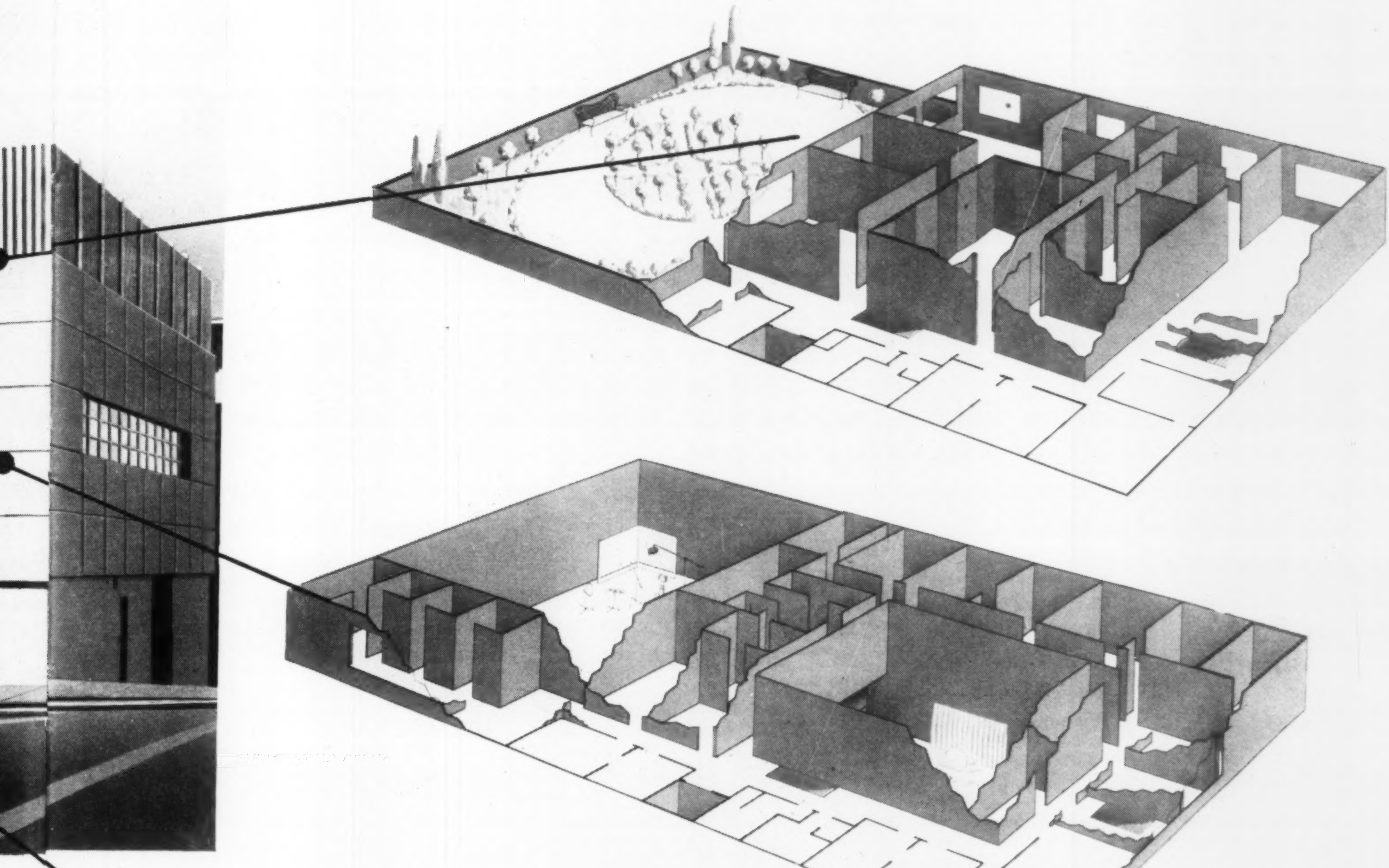
But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future . . . faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.

KPIX CHANNEL 5

REPRESENTED BY THE KATZ AGENCY

. . affiliated with CBS and DuMont Television Networks

Van Ness Avenue at



KSFO

560 KILOCYCLES

REPRESENTED BY HEADLEY-REED COMPANY

t Greenwich • San Francisco

XUM

FREE & PETERS
INC.

Pioneer **RADIO** *Station Representatives*

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte,	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

Pioneer **TELEVISION** *Station Representatives*

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
FORT WORTH-DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS-ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

FOR LATEST INFORMATION, CALL

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Plaza 9-6022	Franklin 2-6373	Woodward 1-4255	Main 5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798

BROADCASTING
TELECASTING

BROADCASTING YEARBOOK 1952

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Analysis of 1951 Radio Advertising

CONTINUING to rise as they have each year since 1937, when records first became available, radio net time sales in 1951 reached $485.4 million—nearly $32 million more than they were in 1950.

The 7% rise in radio time billings was achieved despite the spectacular growth of television and a concerted effort by many important advertisers to drive down radio rates. In the face of such obstacles, advertisers spent more money in radio in 1951 than ever before.

It should be pointed out that these figures represent only receipts from the sale of time and do not include the very large sums spent on talent and production. It is possible that if these other expenditures were added in, the total of radio business in 1951 would be about $200 million more. McCann-Erickson's Central Research Dept., estimating advertising expenditures for *Printers' Ink*, puts the total radio advertising bill at $690 million.

1951 Follows Trend

Radio time sales in 1951 followed generally a trend that has been evident since 1948. Network revenue declined; local and national spot advertising rose sharply. In 1951, for the first time, spot billings outran network business—$134.2 million for spot to $116.6 million for national networks.

Local advertising made up a whopping 46.8% of all the time sales on radio. At $227.4 million, it was bigger than the total radio time volume only 10 years before. Local sales were up 11.4% over 1950.

Spot was up 13.1% over 1950. National network business fell off 6.4% from the year before, due partly to the 10-15% rate reductions that ABC, CBS, MBS and NBC adopted in mid-year, and the decline was in a pattern that began after 1948 when radio networks hit the high water mark of $133.7 million in time billings. Since then, their revenue has been decreasing.

With the exception of one year (1938 when local billings of $32.6 million fell below the $35.7 million of the year before) both local and spot time sales have risen steadily.

EDITOR'S NOTE: Estimated radio net time sales for 1951 are based on data gathered in a survey of a large and statistically reliable sample of all classes of stations. The formula for computing totals was originally developed for BROADCASTING *by Dr. Herman S. Hettinger, nationally-known economist. Stastical information was audited by Sinrod & Tash, Washington certified public accountants, who delivered to* BROADCASTING *only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants.. This method of estimating net time sales has been proved highly accurate through the years. For example, the total sales for 1950 estimated by* BROADCASTING *in January, 1951, were within one-tenth of one percent of the official tabulation issued by the FCC for 1950 in January, 1952, a year later.*

TABLE I

RADIO NET TIME SALES 1950-1951

Class of Business	*1950*	*% Total*	*1951 (Estimated)*	*% Total*
National Network	$124,633,089	27.5	$116,641,381	24.0
Regional & Miscellaneous Network	6,897,127	1.5	7,125,000	1.5
National & Regional Non-Network	118,823,880	26.2	134,291,439	27.7
Local	203,210,834	44.8	227,434,786	46.8
TOTAL	$453,564,930	100.0	$485,492,606	100.0

Regional and miscellaneous network business, always in very much smaller volume than the other three categories of radio time sales, were $7.1 million in 1951, 3.3% bigger than in 1950. Included in this category is revenue from special networks arranged for sports broadcasting as well as from permanent regional organizations.

These net time sales figures represent gross billings after reductions for frequency and promotional discounts but before allowances for commissions paid to agencies, national sales representatives and others, which broadcasters count as an expense of sale.

Time Sales Up $150 Million

Time sales since World War II (from 1946 through 1951) have increased by more than $150 million in annual volume, from $334 million in 1946 to $485.4 million in 1951. This does not mean, however, that individual broadcasters have profited accordingly.

In the same period some 1200-odd AM stations have gone on the air. What has happened is that the pot has grown richer by $150 million a year, but many more people are dipping into it.

At the end of 1946, 1,062 AM stations were licensed. Split the total time sales volume that year 1,062 ways, and you find the "average" station time sales were $314,575. (This, of course, ignores the fact that both national and regional networks take sizable chunks out of the total volume of time sales too. These computations are used only to indicate how the crowd dipping into the pot has grown and how, though the pot has grown too, the individual portions have been getting smaller.)

The next year, 1947, total volume was $374 million, but at the end of that year 1,522 stations were on the air—meaning the "average" volume per station had decreased to $245,786.

In 1948, total volume was up to $416.7 million, but by the end of that year 1,865 stations were licensed, and the "average" was cut to $223,442.

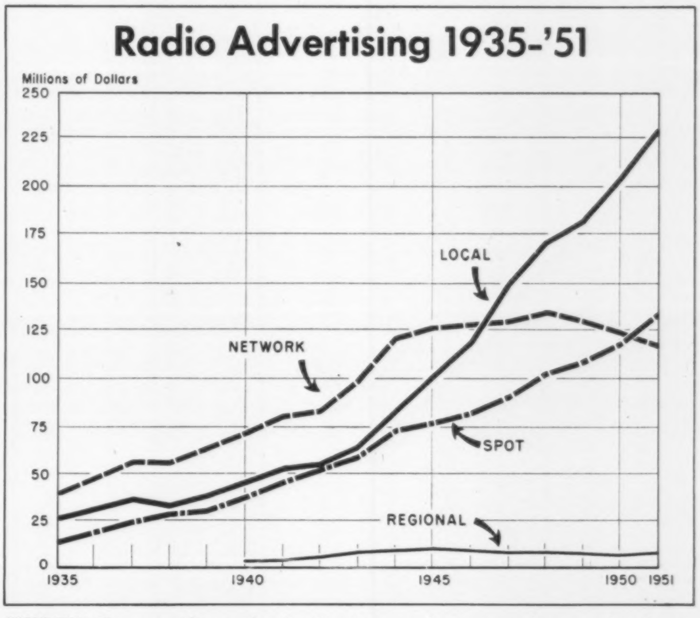
In 1949, total volume rose slightly—to $425.3 million—but at year's end there were 2,048 stations licensed, meaning an "average" take of $207,693.

1950 Low Point in "Average"

1950 marked the low point in "average" business for individual stations, according to this reckoning. With total volume at $453.5 million and 2,199 stations licensed at the end of the year, the "average" was down to $206,714.

The curve turned upward last year, when total volume was $485.4 million, which, divided by the 2,300 stations licensed at the end of the year, meant $211,083 per station.

(Continued on page 14)



HERE'S the way time sales in the four major categories—national network, regional network, spot and local—have fared year by year. For specific figures, see Table II, page 14.

Analysis

(Continued from page 13)

Summed up, since World War II, total radio time receipts have increased by 45%, but the number of AM stations has more than doubled; has, to be exact, risen by 116%.

(For official tabulations of the number of stations licensed, year by year, see page 55.)

FM revenues are not treated independently in this article since the total FM volume from time sales is not large enough to be accurately estimated by the sample method.

Gross Billings

Gross time billings, as estimated by BROADCASTING, were $723,810,000 in 1951, compared with $672,551,000 in 1950 (see Tables III and IV). These figures, representing all time sold, valued at the one-time advertising rate, are useful chiefly for comparisons with other media whose gross billings, similarly computed, are recorded by Publishers Information Bureau.

Radio, by that yardstick, was miles ahead of magazines and Sunday newspaper supplements. The total gross advertising in the some 100 general and national farm magazines included in PIB figures was $511.2 million in 1951, some $212.6 million shy of radio's gross billings.

Sunday newspaper supplements, according to PIB, had gross billings of $59.5 million in 1951. No newspaper dollar figures comparable either with radio net time sales or gross billings are available.

TABLE IV

ESTIMATED RADIO GROSS BILLINGS
1927-1951
(000's omitted)

Year	*National network*	*Others*	*Total*
1927	$ 3,833	$ 987	$ 4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,793	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49,315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	83,114	88,000	171,114
1940	96,456	123,344	219,800
1941	106,900	154,274	261,174
1942	118,200	167,280	285,480
1943	151,791	200,499	352,290
1944	190,677	256,033	446,710
1945	190,747	288,583	479,330
1946	193,010	319,400	512,410
1947	190,930	364,470	555,400
1948	198,996	417,600	616,500
1949	187,800	441,200	629,000
1950	183,069	489,482	672,551
1951	174,924	548,886	723,810

TABLE II

RADIO NET TIME SALES—1935-1950

Class of Business

Year	*National Network*	*Increase over previous year %*	*Regional Network*	*Increase over previous year %*	*National Non-Network*	*Increase over previous year %*	*Local*	*Increase over previous year %*	*Total*	*Increase over previous year %*
1935 [1]	$39,737,867	....	[1]	....	$13,805,200	....	$26,074,476	....	$79,617,543	....
1936 [2]	....	....	....	....	....	....	....	....	....	....
1937	56,192,396	41.4	2,854,047	....	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	[2]	....	28,109,185	21.6	32,657,349	(—8.7)	117,379,459	0.6
1939	62,621,689	10.6	[2]	....	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940 *	71,919,428	13.1	1,869,583	....	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	—3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	—12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	—3.6	5,994,858	—18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	—3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951 †	116,641,381	—6.4	7,125,000	3.3	134,291,439	13.1	227,434,786	11.4	485,492,606	7.0

[1] Nation-wide and regional networks combined.
[2] Data not available.

* Figures prior to this date not comparable in all categories.
† 1951 figures estimated.

Radio Network Advertising By Class of Product (Table V)

The biggest spending on radio networks in 1951 was done by advertisers in the food and food products group, traditionally the business from which networks derive their most revenue. This class of sponsors contributed almost one-fourth of the total radio network volume—24.3%.

TABLE III

ESTIMATED RADIO GROSS BILLINGS—1951

Class of Business	*Estimated Gross Billings*
National Network	$174,924,000
Regional & Miscellaneous Network	10,603,000
National Non-Network	199,837,000
Local	338,446,000
TOTAL	$723,810,000

The other four groups that made up the top five contributors to networks were toiletries, 15% of the total network volume; drugs, 12.8%; smoking materials, 11.6%, and soaps, 10.3%—the same ranking that they held in 1950.

Total radio network gross billings (which do not include figures for the recently expanded Liberty Broadcasting System) were $174,924,000 in 1951, compared with $183,069,037 the year before. With one exception—toiletries—the advertisers in the heavy-spending product groups reduced their network budgets in 1951. Food advertising was down from $44.8 million to $42.5 million; drugs were down from $24.4 million to $22.3 million; smoking materials down from $22.4 million to $20.3 million, and soaps from $20.7 million to $17.9 million. Toiletries advertisers, however, boosted their spending from $25.7 million to $26.2 million.

TABLE V

RADIO NETWORK GROSS EXPENDITURES BY PRODUCT GROUPS

Product Groups	*1950 Gross Billings*	*1950 %* Total*	*1951 Est. Gross Billings*	*1951 %* Total*
1. Agriculture & Farming	$ 972,781	.5	$ 648,500	.4
2. Apparel, Footwear & Access.	1,508,237	.8	651,600	.4
3. Automotive, Automotive Equip. & Access.	5,009,076	2.7	4,188,100	2.4
4. Aviation, Aviation Equip. & Access.	———	—	———	—
5. Beer, Wine & Liquor	2,774,866	1.5	3,406,100	1.9
6. Building Material, Equip. & Fixtures	1,322,279	.7	1,405,900	.8
7. Confectionery & Soft Drinks	6,147,725	3.4	6,131,400	3.5
8. Consumer Services	1,896,271	1.0	2,771,200	1.6
9. Drugs & Remedies	24,433,274	13.3	22,357,700	12.8
10. Entertainment & Amusements	5,619	—	6,900	—
11. Food & Food Products	44,861,425	24.5	42,535,700	24.3
12. Gasoline, Lubricants & Other Fuels	5,508,767	3.0	5,717,800	3.3
13. Horticulture	105,696	—	116,700	—
14. Household Equip. & Supplies	3,085,968	1.7	2,967,600	1.7
15. Household Furnishings	600,557	.3	966,100	.6
16. Industrial Materials	2,146,246	1.2	2,073,600	1.2
17. Insurance	2,852,728	1.6	3,212,400	1.8
18. Jewelry, Optical Goods & Cameras	1,167,309	.6	1,157,700	.7
19. Office Equipment, Writing Supplies & Stationery	1,282,246	.7	622,200	.3
20. Political	281,513	.2	———	—
21. Publishing & Media	663,147	.4	357,300	.2
22. Radios, TV Sets, Phonographs, Musical Instruments & Access.	1,232,294	.7	2,827,200	1.6
23. Retail Stores & Shops	46,136	—	41,000	—
24. Smoking Materials	22,488,587	12.3	20,370,300	11.6
25. Soaps, Cleansers & Polishers	20,700,173	11.3	17,965,200	10.3
26. Sporting Goods & Toys	29,614	—	23,100	—
27. Toiletries	25,783,015	14.1	26,205,100	15.0
28. Transportation, Travel & Resorts	870,332	.5	1,238,600	.7
29. Miscellaneous	5,293,156	2.9	4,959,000	2.8
TOTAL	$183,069,037		$174,924,000	

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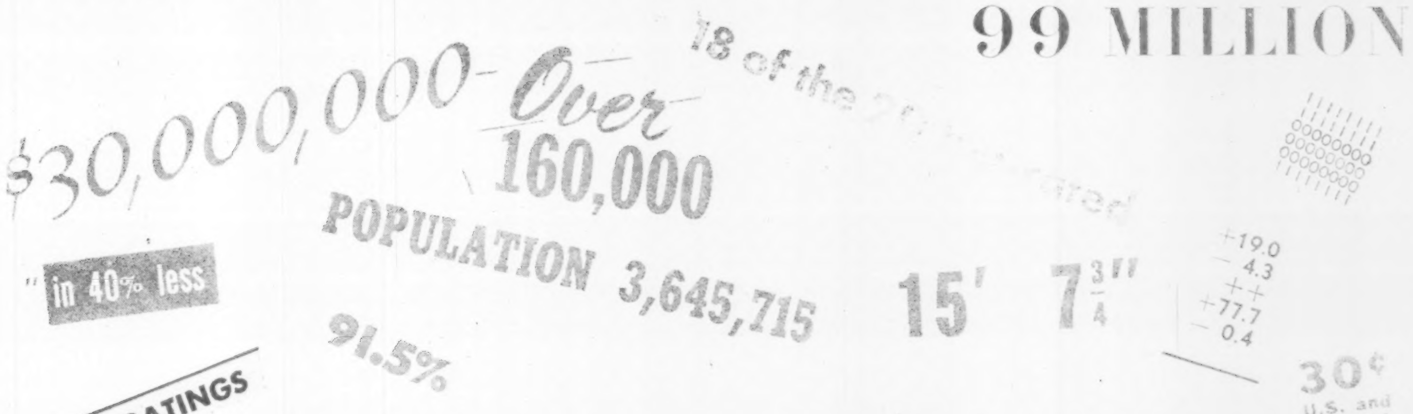
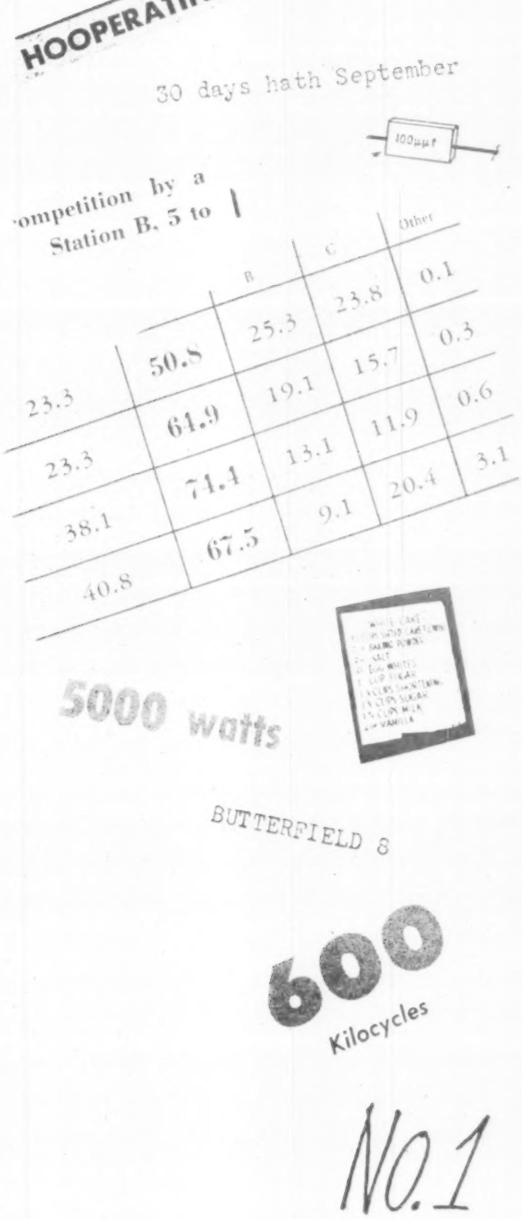
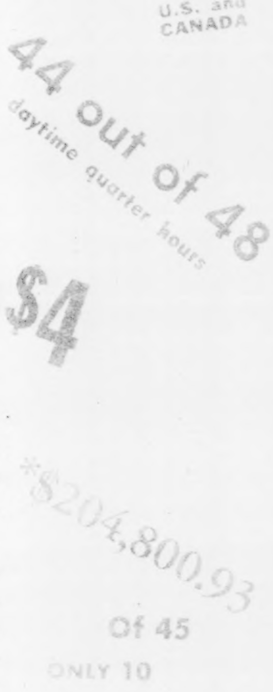
*% will not necessarily add to 100 because of rounding.

XUM


99 MILLION
18 of the 2? ...ared
$30,000,000
Over 160,000
POPULATION 3,645,715
"in 40% less
15' 7 3/4"
+19.0
−4.3
++
+77.7
−0.4
91.5%
HOOPERATINGS

To a Time-Buyer Up to His Ears in Statistics


30 days hath September
100μμf
Competition by a Station B, 5 to 1
B
C
Other
23.3
50.8
25.3
23.8
0.1
23.3
64.9
19.1
15.7
0.3
38.1
74.4
13.1
11.9
0.6
40.8
67.5
9.1
20.4
3.1
5000 watts
BUTTERFIELD 8
600 Kilocycles
No.1


30¢ U.S. and CANADA
44 out of 48 daytime quarter hours
$4
*$204,800.93
Of 45
ONLY 10

We have nothing against the mathematical approach. It serves a purpose and it serves it well—and using slide rule, Comptometer, abacus, or counting on our fingers, we can prove that WMT is an excellent buy in an excellent market. But . . .

But figures can't measure the entelechy of a station. How do you weigh the rapport which prompts a listener to report that his day isn't over until he hears "good night" from WMT? How do you measure the co-operative spirit which motivates WMT listeners? In the last March of Dimes drive our 270-lb. sports director wanted to raise his weight in dimes—$4900 in folding money. *Listeners contributed five times his weight.*

How do you score the community spirit which causes listeners to depend on WMT for help? During a recent baling wire (for hay) shortage WMT broadcast a plea for the stuff—and served as a clearing house to enable have-nots to get it from haves.

What's our entelechy? It's public service and farm service; It's market reports and sports news—not just the big press wire dope, but also what we dig up ourselves about local games. It's frost-warnings and storm-signals. It's national and international—and *county* and *township*—news. It's bigtime CBS programming—and around-the-corner square dances. It's the high regard which makes Eastern Iowans say, "I was brought up on WMT." It's beyond statistics.

5000 WATTS
600 KC
DAY & NIGHT

WMT
CEDAR RAPIDS

BASIC CBS
RADIO NETWORK

Represented Nationally by the Katz Agency

Completely...

Effectively...

Consistently...

The KMBC-KFRM

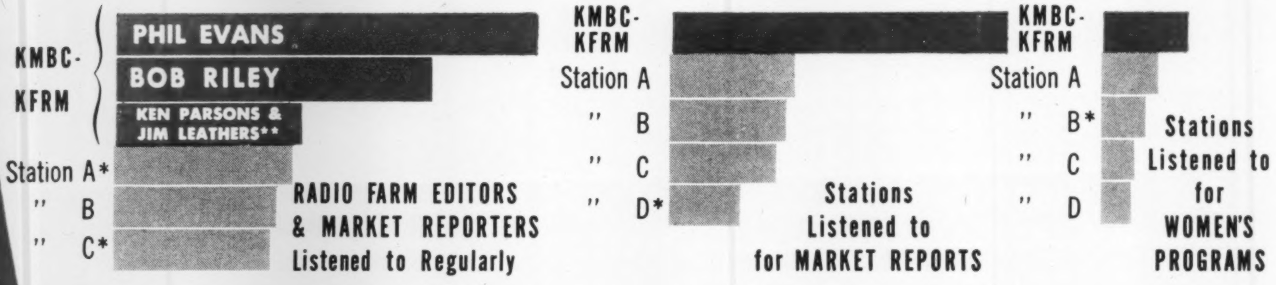
the GREAT KANSAS

The well-known "Casey" and his rural counterpart, "Kansan," who represent The KMBC-KFRM Team, are still making broadcast history in the Heart of America.

According to the 1951 survey made at the State Fairs in Missouri and Kansas, and the American Royal in Kansas City, KMBC-KFRM personalities and farm program services remain at the top—and by a wide margin.

2,672 interviews with rural and urban listeners from 141 counties in the area served by The Team (duplications eliminated) resulted in these dramatic graphs.

The KMBC-KFRM Team Ranking, as Compared with the Other Leading Stations Is Illustrated Graphically:



***KMBC-KFRM's News Associate Farm Director, Jim Leathers, joined The Team just before the American Royal portion of the Survey.*

Represented Nationally by FREE & PETERS, Inc.

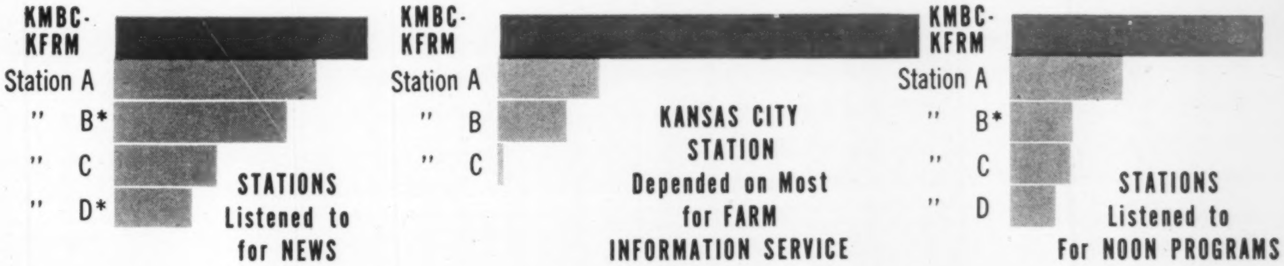
The KMBC -

of KANSAS CITY

6TH OLDEST CBS AFFILIATE

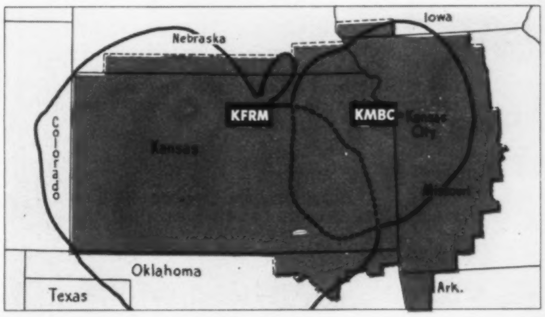
Team "Carries the Load" in CITY Primary Trade Area!

The Team Leads the Field by a wide margin in all categories:



*Kansas City Stations

Year after year, survey after survey turns up the same story—KMBC-KFRM superiority in all categories. The best in radio programming combined with the finest of facilities, has built for The Team a more-than-average share of the radio audience in the Heart of America. It is this loyal audience that insures Team advertisers day in, day out, complete, effective and consistent coverage of the great Kansas City primary trade area.



The Team contours shown in black are half-millivolt daytime, and the shaded area is Kansas City's Primary Trade area.

KFRM *Team*

KANSAS FARM STATION

PROGRAMMED FROM KANSAS CITY

XUM

1951 RADIO AUDIENCE ANALYSES

By ARTHUR C. NIELSEN
President, A. C. Nielsen Co.

1951 was the year when radio dug in and staged a goal-line stand. At the beginning of the year, it had been battered somewhat by attacks on its potential for advertisers, by claims of television's stealing the audience. But the networks and stations rallied to produce new evidence of the potency of the medium.

The only way to evaluate trends in the medium's size, strength, coverage, and programming aspects, as of 1951, is to examine the size and behavior of its audiences throughout the country. Here are some analyses of those trends, based on data from the minute-by-minute measurement of the Nielsen Radio Index (with pertinent TV data, for comparison purposes, from the Nielsen Television Index):

Circulation

Let's look at the size of the audience, first. As shown in Chart 1, the number of radio homes continued its growth, despite TV, reaching nearly 42 million in January 1951, an increase of 1,200,000 homes. Radio's potential was still three times that of TV, in number of homes.

For January 1952, the estimate, based on best available data, is 42,900,000 radio homes and 15,000,000 TV homes. The latter represents 35% of the radio total.

In 1951, the average radio home listened to the radio 36 minutes less per day than in 1950 (Chart 2). But this drop was partially offset by the increase in radio homes, when the total audience potential in home-hours of listening per day is considered—163 million in 1950 versus 142 million in 1951. Looking at the entire trend since World War II, although there has been a drop in the amount of listening per home per day since 1946, there has been an over-all increase of 6 million home-hours of listening per day.

FOR LISTING of firms offering radio research see page 478.

Examining the distribution of radio and TV homes by territory (Chart 3), we find that radio follows population distribution fairly evenly, but television does not. 44.7% of TV homes are in the northeast states, and only 9.3% in the South. TV reaches 53.1% of homes in the Northeast, only 13.8% in the South, and 25.2% in the West Central states.

Television's effect on radio listening, then, is strong in the northeast and east central states, weaker elsewhere. Similarly, its ability to penetrate market regions follows these lines, being weakest in the South, West Central and Pacific Coast areas.

Although there was a drop in the amount of radio listening last year, it must be borne in mind that, from the point of view of coverage, TV's effect is still limited to its 63 market areas, and there only within the approximately 50-mile transmitter range. The advertiser seeking mass audiences must realize that almost 40% of all radio families live outside the range of TV reception. In the event of the relaxation of the FCC's freeze on new TV stations, or of the advent of ultra high frequency transmission, this picture will change radically; but meanwhile radio is the medium that penerates to all the small towns and rural areas.

Sets in Use

Comparing the per cent of homes using radio for 1951 vs. 1950, there was a decrease throughout the day and evening (Chart 4). The drop was more noticeable at night than during the daylight hours, and this is also reflected in terms of total numbers of homes reached (Chart 5). This decrease occurred despite the increase in the total number of radio homes. It can be attributed, in part, at least, to increased TV ownership and to the more extensive broadcasting of TV shows throughout the morning and afternoon in 1951 than heretofore.

In this same table, it's significant to note that the hour of heaviest radio usage of day or night is 1-2 p.m., New York Time. Its 8,716,000 homes top the peak evening hours, 8-10 p.m., for the first time. This is undoubtedly one of the significant developments of the year for users of radio time, but it can be considered a summer phenomenon that won't continue into winter.

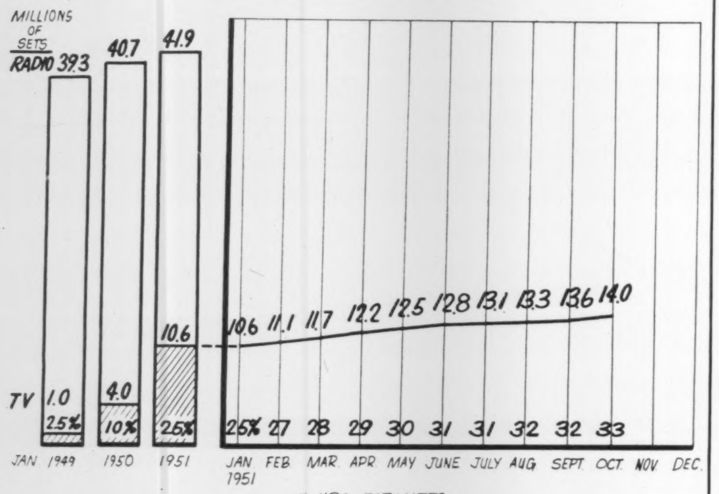
Nevertheless, the total radio audience is still very much larger than the TV audience (Chart 6). This is true at all hours of the day except 10-12 p.m., and the difference in the daytime is enormous. While more than half the total number of TV homes are using TV at 9-10 p.m., only small fractions have their sets in use in the morning. The radio audience in those hours is from 6 to 26 times

(Continued on page 21)

* * *

Chart 1

TV-Radio Set Ownership* Trend



* NBC ESTIMATES

* * *

Chart 2

Trend of Post-War U.S. Radio Usage

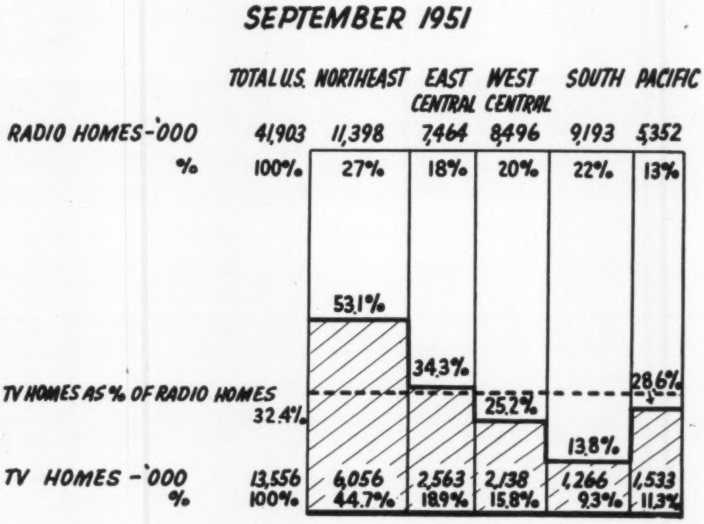
JANUARY - AUGUST AVERAGE

	AVG. HRS. OF LISTENING PER HOME PER DAY	NO. OF U.S. RADIO HOMES* (IN MILLIONS)	TOTAL HOME-HRS. DELIVERED PER DAY (IN MILLIONS)
1946	4.0	34.0	136
1947	4.3	35.9	164
1948	4.4	37.6	165
1949	4.2	39.3	165
1950	4.0	40.7	163
1951	3.4	41.9	142

* ESTIMATED, AS OF JANUARY 1

Chart 3

Radio and TV Homes, By Territory



ALFREDO ANTONINI 88*

KAY ARMEN 99*

MINDY CARSON 71*

TED DALE 99*

VIC DAMONE 95*

THE DEEP RIVER BOYS 108*

RALPH FLANAGAN 50*

AL GOODMAN 85*

DICK JURGENS 121*

EVELYN KNIGHT 143*

FRANKIE MASTERS 100*

GUY MITCHELL 30*

GLENN OSSER 76*

THE SATISFIERS 60*

DENNY VAUGHAN 30*

MARTHA WRIGHT 21*

all this and . . .

***SEE OTHER SIDE**

...ROSEMARY CLOONEY, too

APS now proudly announces the newest shining star in the greatest array of talent ever assembled in a transcription library

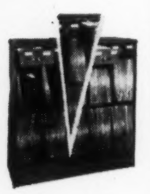
Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date . . . not the routine disc or two . . . but real continuity of performance . . . a dependable steady supply of fresh music . . . great depth of titles . . . that's the APS talent policy. The result is a sparkling library you can program from . . . a library no other can effectively program against.

APS *"the library that pays for itself"*

Associated Program Service

151 West 46th Street, New York 19, N. Y.



Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries . . . smaller units taken from the famous APS full library . . . at prices from $19.50 per month (one year only).

**** Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.***

Radio Audience

(Continued from page 18)

the size of the TV audience. And although TV usage climbs steadily throughout the day and evening to the 9-10 p.m. peak, it's only after that hour that it overtakes total radio usage levels. Thus, late evening programming has larger audiences in TV than in radio.

It's also noteworthy that the hour-by-hour profile of radio listening reaches one high point at midday, eases off toward the late afternoon, and rises again to another high level at 8-10 p.m. TV, by contrast, shows a steady climb; this fact undoubtedly reflects something of the differences between the media in the ability of listeners and viewers to tune in on them while attending to household work, eating or relaxing at different

(Continued on page 22)

Chart 4

Radio Sets-in-use Trend, by Hours

SEPTEMBER – SEVEN DAY AVERAGE

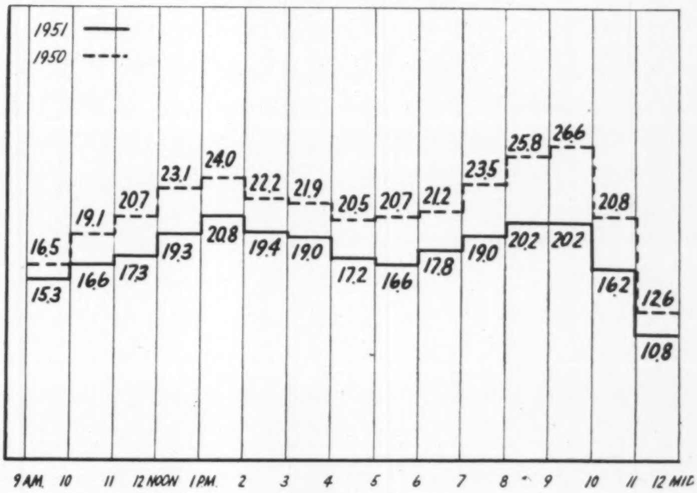


Chart 6

Homes Using Radio-TV, by Hours

SEPTEMBER 1951 - SEVEN DAY AVERAGE IN '000 OF HOMES

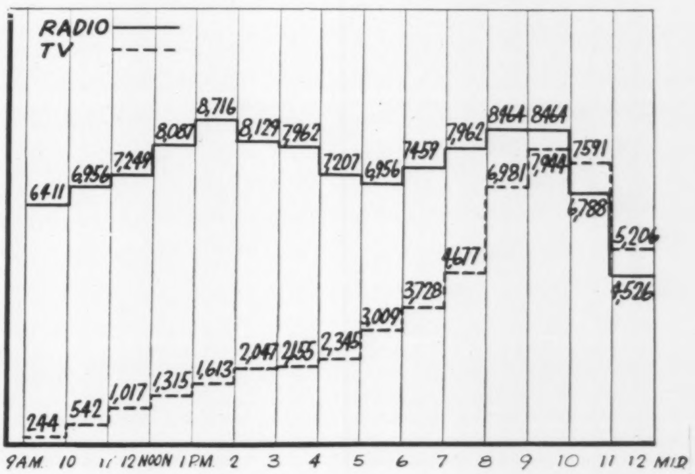


Chart 5

Homes Using Radio, by Hours

SEPTEMBER – SEVEN DAY AVERAGE IN '000 OF HOMES

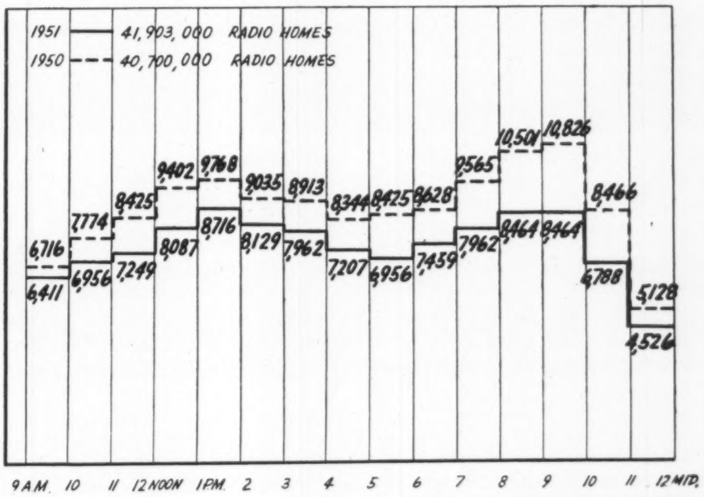
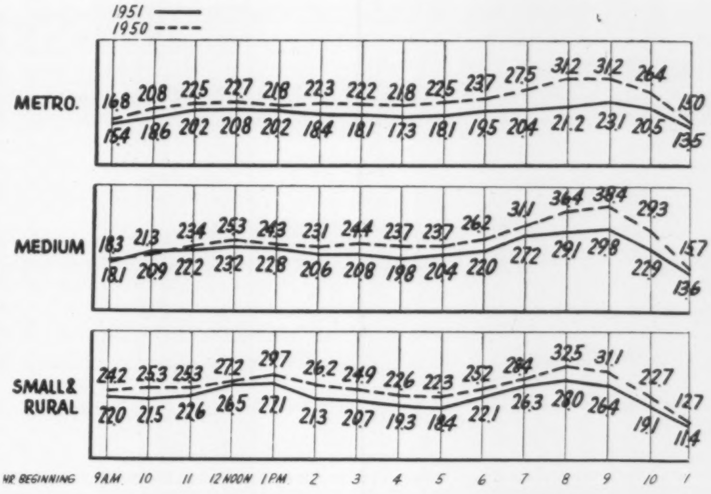


Chart 7

Homes Using Radio, by City Size

APRIL 1950 VS. 1951 — SEVEN-DAY AVERAGE



"The Family Station"

DAY
AND
NIGHT

WSRS

DIAL
1490

CLEVELAND'S BEST BY TEST*

*PROOF: Check the surveys for the best $ value

ASK FORJOE & CO. ERIEVIEW 1-2005 SAM SAGUE, PRESIDENT

Radio Audience

(Continued from page 21)

hours. Differences in distribution of programs should also be kept in mind.

Market Differences

For the advertiser interested in the total coverage picture, the variations, by city size, in homes using radio, and their comparison with the previous year (Chart 7) are interesting. Since we know that TV has most of its audiences concentrated in metropolitan centers and very little in small town and rural areas, the comparative figures suggest some conclusions as to listening habits in 1951:

(1) Among the three city sizes, radio usage in small town and rural areas leads the others until 3 p.m., and thereafter it's almost as high there as in medium-sized cities. The level is significantly higher in the early morning, and significantly lower in the late evening, in small town and rural than in metro or medium cities.

(2) There is a consistent drop in homes using radio in all three groups, with the one exception of the 10-12 p.m. period in medium cities. Small town and rural shows the smallest decrease of any city size throughout the day, again reflecting, to some extent, the relative absence of TV penetration.

(3) The falling off in the evening hours is most apparent in metro and medium city homes. Here, TV's influence is clear.

(4) During evening hours, homes in medium cities show the highest levels for 1951, as they did in 1950. The 8-10 p.m. period in the medium city homes is the highest for all three city sizes for all parts of the day.

(5) While metro homes showed about the same nighttime tuning level as small town and rural homes a year ago, they now listen must less than the latter group.

(Continued on page 27)

* * *

Chart 8

Top Ten Network Daytime Radio Shows '50 vs. '51

1ST WEEK OCTOBER

	RANK		NIELSEN-RATING	
	'50	'51	'50	'51
ARTHUR GODFREY (L.M.)	1	2	8.4	8.0
HELEN TRENT	2	4	8.3	7.1
ARMSTRONG THEATER	3	8	8.0	6.4
OUR GAL SUNDAY	4	5	7.8	6.7
GRAND CENTRAL STA.	5		7.5	
ARTHUR GODFREY (NABISCO)	6	10	7.1	6.2
WENDY WARREN	7		7.0	
TRUE DETECTIVE	8	1	6.9	8.5
JUNIOR MISS	9		6.9	
BIG SISTER	10	9	6.6	6.3
THE SHADOW		3		7.9
MA PERKINS		6		6.5
PEPPER YOUNG		7		6.5

* * *

Chart 9

Top Ten Network Evening Radio Shows, '50 vs. '51

1ST WEEK OCTOBER

	RANK		NIELSEN-RATINGS	
	'50	'51	'50	'51
LUX THEATER	1	3	18.6	14.1
JACK BENNY	2	1	14.7	15.8
TALENT SCOUTS	3	5	14.4	10.9
WALTER WINCHELL	4		13.8	
MR. & MRS. NORTH	5		13.6	
MY FRIEND IRMA	6		12.9	
MR. CHAMELEON	7		12.9	
LIFE WITH LUIGI	8		12.7	
AMOS'N'ANDY	9	2	12.5	15.6
MYSTERY THEATER	10		12.0	
CHARLIE McCARTHY		4		12.6
FIBBER & MOLLY		6		10.3
HORACE HEIDT		7		9.9
PEOPLE ARE FUNNY		8		9.9
DR. CHRISTIAN		9		9.7
SUSPENSE		10		9.7

SONS UP!
a great new
RAYMOND R. MORGAN
production
the Lucky U Ranch
a half hour daily west coast participation show
ABC Radio Network
STARRING THE
SONS OF THE PIONEERS
with
BETTY TAYLOR • FRANK MESSINA • GEORGE PUTNAM
IT'S AVAILABLE! CALL HEmpstead 4194 •
Raymond R. Morgan Company
6233 Hollywood Boulevard, Hollywood 28, Calif.

50,000 watts early in '52!

GREATER NEW YORK'S FAVORITE STATION FOR MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

WLW ...Now, more than ever— the most efficient, the most economical

WLW reaches more people in this area oftener and at lower cost than any other medium or combination of media!

WLW has a four-week audience of 1,757,702 homes in TV areas.

WLW has a four-week audience of 2,702,000 homes in its entire area — more than in 1946, a pre-TV year.

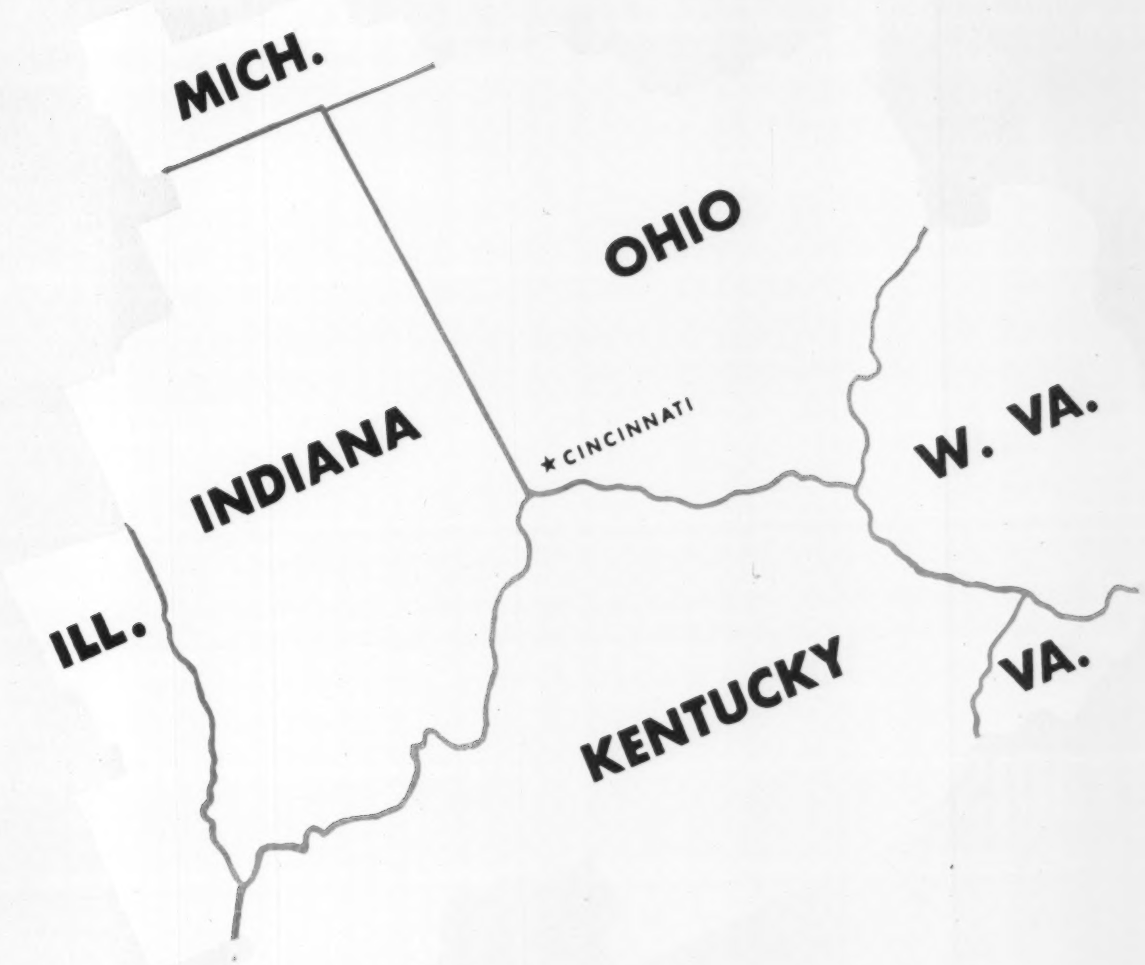
WLW gets an average of one hour and four minutes of listening per day per home reached.

WLW gives you an average of 54,400 home hours of listening per dollar spent in class "A" time.

Audience Data, NRI, Feb.-March, 1951

FOR THIRTY YEARS....

way to reach 1/10th of America!


MICH.
OHIO
INDIANA
★ CINCINNATI
W. VA.
ILL.
KENTUCKY
VA.

This is the WLW Merchandise-Able Area 330 Counties
Population 13,702,000 • 3,904,000 radio families
Buying income well over $16,000,000,000.00
8.4% of the nation's retail trade
9.1% of all grocery store sales
8.3% of all drug store sales

...THE NATION'S STATION WLW

United Press news programs for radio

1300 radio stations from coast to coast receive from United Press an average of more than 40 news programs and news features every day — in addition to scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

TYPE	TITLE	MINUTES	DAYS
BASIC NEWS	**World News Roundup**	15	**Weekdays, 7 times Sunday, 6 times**
	The World in Brief	5	**Weekdays, 11 times Sunday, 11 times**
	The World in a Nutshell	1	**Weekdays, 7 times Sunday, 6 times**
SPORTS	Speaking of Sports	5	Monday through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	**In the Woman's World**	5	**Monday through Saturday**
	Women in the News	5	**Monday through Saturday**
	Mainly for Women	5	**Monday through Friday**
	Your Home	5	**Saturday**
HUMAN INTEREST	Names in the News	5	Monday through Saturday
	Time Out	5	Monday through Saturday
	In Your Neighborhood	5	Monday through Saturday
	In Movieland	5	Monday through Friday
	Flash Back	1	Monday through Friday
	United Press Almanac	1	Every Day
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	**On the Farm Front**	5	**Every Day**
	Daily Farm Market Survey	5	**Monday through Saturday**
	Rural Roundup	5	**Tuesday through Saturday**
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every Day
	Korean Story	5	Monday through Friday
	Under the Capitol Dome	5	Monday through Saturday
	United Press War Analysis	5	Monday through Friday
	Highlights of the Week's News	15	Sunday
	This is Washington	15	Sunday
	United Press Reporting	15	Sunday
BUSINESS & SCIENCE	**Weekly Business Review**	5	**Saturday**
	Tomorrow's Business	5	**Friday**
	Today in Science	5	**Monday through Friday**
	Calling All Drivers	5	**Sunday**

Radio Audience

(Continued from page 22)

Program Preferences

Turning to the question of program popularity, we find that, among the top 10 daytime shows (Chart 8), there is relatively small variation between audience preferences the first week in October, 1951, and the same week the year before. Three programs appeared in this group this year that did not in 1950. Two of 1950's 10 are off the air.

In ratings, almost all of the top 10 shows were down somewhat from last year. And the average for the 1950 daytime leaders was 7.4 against 1951's 7.0.

In the evening (Chart 9), there was a greater turnover in the top 10 group for the two comparable weeks; six shows moved into the 1951 ten, displacing six others. Of those that remained, "Amos 'n' Andy" showed a substantial increase in Nielsen-Rating. But the average for the 10 fell from 13.8 in 1950 to 11.9 in 1951.

It should be noted, incidentally, that there are only small ratings differences between one show and the next in the order of rank, for both daytime and evening shows.

Total number of homes reached for the average show in the top 10 was 4,966,000, which is a shade under the figure for the same week of 1950. But for these 10 programs, the average cost per thousand homes was $5.17, lower than 1950's $5.68.

Program Type Preferences

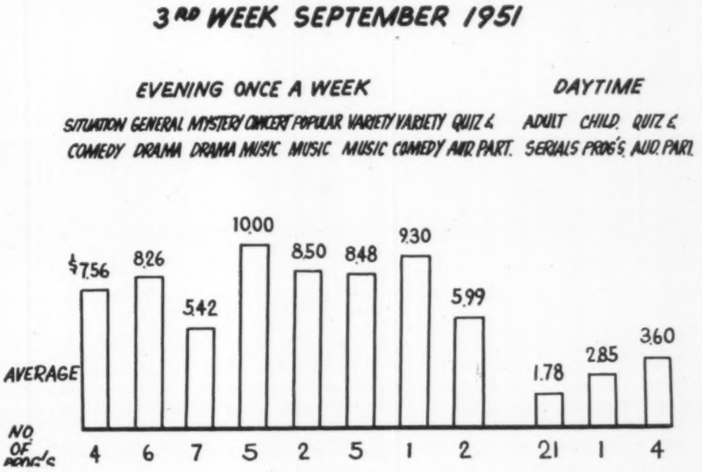
In analyzing average ratings by program types (Chart 10), we find, among early fall programs, gen-

(Continued on page 460)

* * *

Chart 10

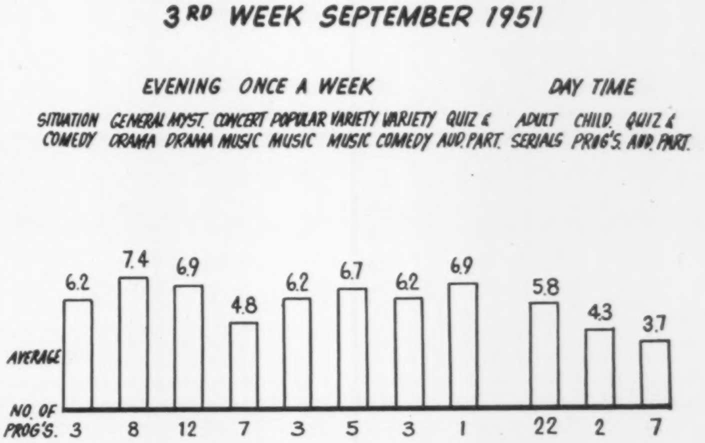
Nielsen Ratings by Program Types



* * *

Chart 11

Cost per Thousand Homes, by Program Types



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New York and Hollywood

Sherman & Marquette, Incorporated
Chicago

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KERO Bakersfield, Calif.
WGUY Bangor, Me.
WKBW Buffalo
WAYS Charlotte, N. C.
WJJD Chicago
WSAI Cincinnati
KDAL Duluth, Minn.
WERC Erie, Pa.
KFPW Fort Smith, Ark.
KFRE Fresno, Calif.
KILO Grand Forks, N. D.
WJEF Grand Rapids, Mich.
WCOG Greensboro, N. C.
WFBC Greenville, S. C.
KULA Honolulu
KTHT Houston
WMBR Jacksonville, Fla.
WKZO Kalamazoo, Mich.
WROL Knoxville, Tenn.
WIBA Madison, Wis.
WDGY Minneapolis
KOMA Oklahoma City
WIRL Peoria, Ill.
WGAN Portland, Me.
KOIN Portland, Ore.
WPJB Providence, R. I.
WSLS Roanoke, Va.
WHBF Rock Island, Ill.
KROY Sacramento, Calif.
KALL Salt Lake City
KCBQ San Diego, Calif.
KJR Seattle
KMA Shenandoah, Ia.
KSOO Sioux Falls, S. D.
KTUL Tulsa, Okla.
WRUN Utica-Rome, N. Y.
WBRY Waterbury, Conn.
KXEL Waterloo, Ia.
KFBI Wichita, Kan.
WILK Wilkes Barre, Pa.
KLIX Twin Falls, Ida.

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Represents:

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WLBZ Bangor, Me.
WHAI Greenfield, Mass.
WCSH Portland, Me.
WHYN Holyoke, Mass.
WIBX Utica, N. Y.
WRDO Augusta, Me.
WHAY New Britain, Conn.
WFGM Fitchburg, Mass.
WSPR Springfield, Mass.
WNBH New Bedford, Mass.
WOCB Cape Cod, Mass.
WSYB Rutland, Vt.
WDEV Waterbury, Vt.
WWSR St. Albans, Vt.
WELI New Haven, Conn.
WAGM Presque Isle, Me.
WBET Brockton, Mass.
WCRB Waltham, Mass.
WCCM Lawrence, Mass.
WLYN Lynn, Mass.
WJOY Burlington, Vt.
WERI Westerly, R. I.
WESX Salem, Mass.

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San Francisco 4—233 Sansome. Tel.: Yukon 6-2396.

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KALT Atlanta
KRUN Ballinger
KTXC Big Spring
KNEL Brady
KSTB Breckenridge
KBOR Brownsville
KDET Center
KCTX Childress
KCLE Cleburne
KSTA Coleman
WTAW College Station
KVMC Colorado City
KCFH Cuero
KXIT Dalhart
KDNT Denton
KDDD Dumas
KNAF Fredericksburg
KSIJ Gladewater
KGRI Henderson
KPAN Hereford
KHBR Hillsboro
KEVT Kerrville
KOCA Kilgore
KINE Kingsville
KHIT Lampasas
KLVT Levelland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KRIG Odessa
KOGT Orange
KFTV Paris
KIUN Pecos
KBOP Pleasanton
KCNY San Marcos
KWED Seguin
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KSNY Snyder
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KVOU Uvalde
KNAL Victoria
New Mexico Stations:
KOBE Las Cruces
KFUN Las Vegas
KRTN Raton
Oklahoma Stations:
KWHW Altus
KWOE Clinton
KTAT Frederick
KGYN Guymon
KVLH Pauls Valley
Arizona Stations:
KNOG Nogales
KTKT Tucson
Michigan Stations:
WKNK Muskegon
WSDC Marine City
WMTE Manistee
WMRP Flint
WFUR Grand Rapids
WHAK Rogers City
WJJW Wyandotte
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WSWN Belle Glade
WDHL Bradenton
WVCG Coral Gables
WCNU Crestview
WROD Daytona Beach
WBRD Fort Lauderdale
WGGG Gainesville
WJVB Jacksonville Beach
WLBE Leesburg
WNMB Melbourne
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WPLA Plant City
WCNH Quincy
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WHBO Sulphur Springs
WEBK Tampa
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WHLL Wheeling, W. Va.
WUST Washington, D. C.
KVRC Arkadelphia, Ark.
KRLW Walnut Ridge, Ark.
KRAI Craig, Col.
KFTM Fort Morgan, Col.
KUBC Montrose, Col.
KCLO Leavenworth, Kan.
KSCB Liberal, Kan.

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KJAN Atlantic, Iowa [1]
KCID Caldwell, Ida.
KRPL Moscow, Ida.[2]
KSPT Sandpoint, Ida.
KSUB Cedar City, Utah
KMUR Murray, Utah [3]
KVOG Ogden, Utah [3]
KCSU Provo, Utah [3]
KCKN Kansas City, Mo.
KREI Farmington, Mo.[4]
KNEM Nevada, Mo.[4]
KCHI Chillicothe, Mo.[4]
KCLX Colfax, Wash.[2]
KWNW Wenatchee, Wash.
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KAHU Honolulu

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KFXM San Bernardino, Calif.
KGB San Diego, Calif.
KFRC San Francisco
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KFEL Denver
WJAX Jacksonville, Fla.
WQAM Miami
WDBO Orlando, Fla.
WTAL Tallahassee, Fla.
WFLA Tampa, Fla.
WGST Atlanta
KIDO Boise, Ida.
WLS Chicago
WIBC Indianapolis
WKLO Louisville
WDSU New Orleans
WFBR Baltimore
WHDH Boston
KXOK St. Louis
WHB Kansas City, Mo.
WOW Omaha, Neb.
WNEW New York
KFYR Bismarck, N. D.
KBNS Columbus, Ohio
KRMG Tulsa, Okla.
KPOJ Portland, Ore.
WWSW Pittsburgh
WGBI Scranton, Pa.
WSPA Spartanburg, S. C.
WTMA Charleston, S. C.
WRR-KFJZ Dallas, Ft. Worth, Tex.
KLYN Amarillo, Tex.
KEPO El Paso, Tex.
KWFT Wichita Falls, Tex.
KTRH Houston, Tex.
KABC San Antonio
KDYL Salt Lake City
WMBG Richmond, Va.
KING Seattle, Wash.
WWDC Washington
WWVA Wheeling, W. Va.
WSAV Savannah, Ga.

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(Continued on page 30)

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WKBW . . . Buffalo
WAYS . . . Charlotte, N. C.
WJJD . . . Chicago
WSAI . . . Cincinnati
KDAL . . . Duluth-Superior
WERC . . . Erie
KFPW . . . Fort Smith, Ark.
KFRE . . . Fresno, Calif.
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WCOG . . . Greensboro
WFBC . . . Greenville, S. C.
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WMBR . . . Jacksonville
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WROL . . . Knoxville
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Chicago 1—360 North Michigan Ave. Tel.: Dearborn 2-5277. Mgr.: John D. Stebbins.

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WHBU Anderson, Ind.
WNBF Binghamton, N. Y.
WCFL Chicago
WHIO Dayton, Ohio
KFGO Fargo, N. D.
WANE Fort Wayne, Ind.
WHP Harrisburg, Pa.
WISH Indianapolis
WIOD Miami
WMAW Milwaukee
WKDA Nashville, Tenn.
KOWH Omaha, Neb.
WQAN Scranton, Pa.
WHOT South Bend, Ind.
WTHI Terre Haute, Ind.
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WIDE Biddeford, Me.
WPOR Portland, Me.
WKBR Manchester, N. H.
WTSA Brattleboro, Vt.
WTSL Lebanon, N. H.
WTSV Claremont, N .H.
WWNH Rochester, N. H.
Granite State Network
WBRK Pittsfield, Mass.
WHOB Gardner, Mass.
WTXL Springfield, Mass.
WARE Ware, Mass.
WATR Waterbury, Conn.
WNAB Bridgeport, Conn.
WTOR Torrington, Conn.
WHWB Rutland, Vt.
WTWN St. Johnsbury, Vt.
WWON Woonsocket, R. I.
WPJB Providence, R. I.

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WGBA Columbus, Ga.
WNEX Macon, Ga.
WTPS New Orleans
KWKH Shreveport, La.
WTBO Cumberland, Md.
WRBC Jackson, Miss.
KOB Albuquerque, N. M.
WCPO Cincinnati
WDEF Chattanooga, Tenn.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis
KFDA Amarillo, Tex.
KRIC Beaumont, Tex.
KIT Yakima, Wash.
KMO Tacoma, Wash.
KWBU Corpus Christi, Tex.
KAND Corsicana, Tex.
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KSBW Salinas, Calif.
WRUF Gainesville, Fla.
WALB Albany, Ga.
WBGE Atlanta, Ga.
WCNB Connersville, Ind.
WJVA South Bend, Ind.
WCRG Cedar Rapids, Ia.
WLBJ Bowling Green, Ky.
WFKY Frankfort, Ky.
WHLN Harlan, Ky.
WVLK Lexington-Versailles, Ky.
WKYW Louisville, Ky.
WOMI Owensboro, Ky.
WBOC Salisbury, Md.
WBCK Battle Creek, Mich.
WKLA Ludington, Mich.
WCMA Corinth, Miss.
WKOP Binghamton, N. Y.
WCNC Elizabeth City, N. C.
WFLB Fayetteville, N. C.
WGBG Greensboro, N. C.
WMFR High Point, N. C.
WFTC Kinston, N. C.
WEED Rocky Mount, N. C.
WSTP Salisbury, N. C.
WMFD Wilmington, N. C.
KWJJ Portland, Ore.
WJSW Altoona, Pa.
WMRF Lewistown, Pa.
WBAX Wilkes-Barre, Pa.
WWPA Williamsport, Pa.
WAIM Anderson, S. C.
WHAN Charleston, S. C.
WOPI Bristol, Tenn.
WDXI Jackson, Tenn.
WDXE Lawrenceburg, Tenn.
WENK Union City, Tenn.
WDVA Danville, Va.
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KNX Los Angeles
KSL Salt Lake City
WAPI Birmingham
WBBM Chicago
Columbia Pacific Network
WBT Charlotte
WCBS New York
WCAU Philadelphia
WCCO Minneapolis
Columbia California Network
WEEI Boston
WRVA Richmond
WTOP Washington
KCBS San Francisco

HENRY I. CHRISTAL CO.

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Chicago—333 N. Michigan Ave. Mgr.: James Thompson.

(Stations represented not listed.)

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(Stations represented not listed.)

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KOKO La Junta, Col.
KVRH Salida, Col.
WTNT Tallahassee, Fla.
WFRP Savannah, Ga.
WMJM Cordele, Ga.
KLVC Leadville, Col.
WWGS Tifton, Ga.
WCRS Greenwood, S. C.
KREL Baytown, Tex.
WMGA Moultrie, Ga.
WLET Toccoa, Ga.
WKTG Thomasville, Ga.
WKIC Hazard, Ky.
WSNJ Bridgeton, N. J.
WMBO Auburn, N. Y.
WNBZ Saranac Lake, N. Y.
WPAQ Mt. Airy, N. C.
WENC Whiteville, N. C.
WLTC Gastonia, N. C.
WTND Orangeburg, S. C.
KDSJ Deadwood, S. D.
KVWC Vernon, Tex.
WFLO Farmville, Va.
WLDY Ladysmith, Wis.
Intercollegiate Broadcasting System

CLARK-WANDLESS-MANN INC.

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(Stations represented not reported.)

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WREB Holyoke, Mass.
WPAW Pawtucket, R. I.
WERI Westerly, R. I.
WSFC Somerset, Ky.

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KELD Eldorado, Ark.
KXJK Forrest City, Ark.
KFFA Helena, Ark.
KICO Calexico, Calif.
KWSD Mt. Shasta, Calif.
KSFE Needles, Calif.
KPRO Riverside, Calif.
KVRH Salida, Col.
KCRT Trinidad, Col.
WCFM (FM) Washington, D. C.
WDEC Americus, Ga.
WBLJ Dalton, Ga.
WMLT Dublin, Ga.
WSGC Elberton, Ga.
WDUN Gainsville, Ga.
KASI Ames, Iowa
KOEL Oelwein, Iowa
KPRS Olathe, Kan.
WNTC Vancleve, Ky.
WJMB Brookhaven, Miss.
WRJW Picayune, Miss.
KDMO Carthage, Mo.
KWRE Warrenton, Mo.
KJDK Columbia, Neb.
KCHS Hot Springs, N. M.
WIFM Elkin, N. C.
WFVG Fuquay Springs, N. C.
WGNC Gastonia, N. C.
WBUY Lexington, N. C.
WTSB Lumberton, N. C.
WMAP Monroe, N. C.
WNNC Newton, N. C.
WFRC Reidsville, N. C.
WSIC Statesville, N. C.
WHED Washington, N. C.
WFOB Fostoria, Ohio
KWCO Chickasha, Okla.
KSIW Woodward, Okla.
WKPA New Kensington, Pa.
WKOK Sunbury, Pa.
WPRA Mayaguez, P. R.
WTYC Rock Hill, S. C.
KGFX Pierre, S. D.
WHUB Cookeville, Tenn.
WHBT Harriman, Tenn.
WJJM Lewisburg, Tenn.
WJIG Tullahoma, Tenn.
KRBA Lufkin, Tex.
KBUH Brigham City, Utah
WIGM Medford, Wis.
KENA Mena, Ark.
KLMO Longmont, Col.
KLMR Lamar, Col.
WKLY Hartwell, Ga.
WCOH Newman, Ga.
KEYY Pocatello, Ida.
KJAN Atlantic, Iowa
WFMW Madisonville, Ky.
KASM Albany, Minn.
WKLK Cloquet, Minn.
KBMN Bozeman, Mont.
WMPM Smithfield, N. C.
WCPS Tarboro, N. C.
WADE Wadesboro, N. C.
KTIL Tillamook, Ore.
WSNW Seneca, S. C.
WBCU Union, S. C.
KMUR Murray, Utah
KNEU Provo, Utah
KOVE Lander, Wyo.
KOSF Nacagdoches, Tex.
KFLD Floydada, Tex.
WFRX Frankfort, Ill.

THE CONWELL CO.

Kansas City 6—1002 Walnut. Tel.: Victor 1120. Owner: John O. Conwell.

Represents:

KCHI Chillicothe, Mo.
KMMO Marshall, Mo.
KNCM Moberly, Mo.
KNEM Nevada, Mo.
KREI Farmington, Mo.
KLWT Lebannon, Mo.

DONALD COOKE INC.

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.

Chicago 1—228 N. LaSalle St. Tel.: State 2-5096. Mgr.: Fred R. Jones.

Los Angeles 36—521 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.

Cleveland—402 Swetland Bldg. Tel.: Prospect 1-6100. Mgr.: Howard McClenahan.

Detroit—1323 Penobscot Bldg. Tel.: Woodward 2-3080. Mgr.: Charles J. Sheppard.

San Francisco—544 Russ Bldg. Tel.: Douglas 2-4586. Mgr.: Bill Ayres.

DONALD COOK INC.—(Continued)

Represents:

KTIP Porterville, Calif.
KBOW Butte, Mont.
WKAL Rome-Utica, N. Y.
WIBK Knoxville
KASH Eugene, Ore.
WCMB Harrisburg, Pa.
WUSN Charleston, S. C.
KFRO Longview, Tex.
KPAS Banning, Calif.
KWTC Barstow, Calif.
KRNO San Bernardino, Calif.
KDZA Pueblo, Col.
WINK Fort Myers, Fla.
WWPB Miami
KSEK Pittsburg, Kan.
WIBR Baton Rouge, La.
KROX Crookston, Minn.
WGVA Geneva, N. Y.
WHJB Greensburg, Pa.
WKPT Kingsport, Tenn.
KCTI Gonzales, Tex.
KRUX Phoenix, Ariz.
WEAM Arlington, Va.
WSSB Durham, N. C.
WVVW Fairmont, W. Va.
KISD Sioux Falls, S. D.
KPUG Bellingham, Wash.
KSEM Moses Lake, Wash.
WRAC Racine, Wis.
WOBT Rhinelander, Wis.

Canadian Stations

Quebec French Radio Group

CKMO Vancouver
CJIB Vernon, B. C.
CKOK Penticton, B. C.
CHUB Nanaimo, B. C.
CKX Brandon, Man.
CJOB Winnipeg
CKBW Bridgewater, N. S.
CKOY Ottawa, Ont.
CKFI Fort Frances, Ont.
CJOY Guelph, Ont.
CJRL Kenora, Ont.
CKWS Kingston, Ont.
CJKL Kirkland Lake, Ont.
CFCH North Bay, Ont.
CHEX Peterborough, Ont.
CHOK Sarnia, Ont.
CHLO St. Thomas, Ont.
CKGB Timmins, Ont.
CKEY Toronto
CKVL Montreal
CJON St. John's, Nfld.
CKDM Dauphin, Man.
CJDC Dawson Creek, B. C.
CHUB Nanaimo, B. C.
CJSO Sorel, Que.

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.

Southeastern Representative:

WJAX Jacksonville, Fla.
WDIG Dothan, Ala.
WSPA Spartanburg, S. C.
WTAL Tallahassee, Fla.
WROL Knoxville, Tenn.
WDBO Orlando, Fla.
WQAM Miami, Fla.
WHIO Dayton, Ohio
WFLA Tampa, Fla.

DEVNEY & CO.

New York 17—535 Fifth Ave. Tel.: Murray Hill 7-5365. Pres. E. J. Devney.

Represents:

WAUD Auburn, Ala.
WLAY Muscle Shoals, Ala.
KDMS El Dorado, Ark.
KBTM Jonesboro, Ark.
WCNX Middletown, Conn.
WPCF Panama City, Fla.
WSIR Winter Haven, Fla.
KAHU Honolulu
WIDE Biddeford, Me.
WFGM Fitchburg, Mass.
WGVM Greenville, Miss.
WABY Albany, N. Y.
WEOK Poughkeepsie, N. Y.
WATN Watertown, N. Y.
WISE Asheville, N. C.
WELS Kinston, N. C.
WEWO Laurinburg, N. C.
WONW Defiance, Ohio
WRJM Newport, R. I.
WANS Anderson, S. C.
KTFS Texarkana, Tex.
WINA Charlottesville, Va.
WKEY Covington, Va.
WSVA Harrisonburg, Va.
WKOY Bluefield, W. Va.
WFHR Wisconsin Rapids, Wis.
Wisconsin Network
Cotton Belt Group

DORA-CLAYTON AGENCY INC.

Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Operated by Dora C. Cossé and Clayton J. Cossé.

Represents:

The Walker Representative Co. Inc.

WKAB Mobile, Ala.
WMGY Montgomery, Ala.
WULA Eufaula, Ala.
WGWD Gadsden, Ala.
KOWL Santa Monica, Calif.
WGAA Cedartown, Ga.
WDEC Americus, Ga.
WALB Albany, Ga.
WDMG Douglas, Ga.
WGGA Gainesville, Ga.
WROM Rome, Ga.

Forjoe & Co.

WKTO Thomasville, Ga.
WBGR Jessup, Ga.
WGOV Valdosta, Ga.
WRFC Athens, Ga.
WERD Atlanta, Ga.
WIBB Macon, Ga.
WTNT Tallahassee, Fla.
WGGG Gainesville, Fla.
WBSR Pensacola, Fla.
WSAT Salisbury, N. C.
WHKY Hickory, N. C.
WABZ Albermarle, N. C.

Palmetto Network (S.C.)

WRCS Ahoskie, N. C.
WAAA Winston-Salem, N. C.
WCPS Tarboro, N. C.
WAIM Anderson, S. C.
WPAL Charleston, S. C.
WACA Camden, S. C.
WCRS Greenwood, S. C.
WDVA Danville, Va.
WKPT Kingsport, Tenn.
WATO Oak Ridge, Tenn.

(Continued on page 32)

THE BRANHAM COMPANY

representing

WABB	RADIO
	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.
	TELEVISION
KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

STATION REPRESENTATIVES

(Continued from page 31)

EVERETT-McKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747.
Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052.
Beverly Hills—111 N. LaCienega Blvd. Tel.: Crestview 5-2022.
San Francisco—233 Sansome St. Tel.: Yukon 6-2396.

Represents:

WTHT Hartford, Conn.
WSTC Stamford, Conn.
WGAF Valdosta, Ga.
WDAN Danville, Ill.
KWHK Hutchinson, Kan.
WLAM Lewiston, Me.
WPOR Portland, Me.
WBEC Pittsfield, Mass.
WAAB Worcester, Mass.
WENY Elmira, N. Y.
WLEA Hornell, N. Y.
WHDL Olean, N. Y.
WHEC Rochester, N. Y.
WNXT Portsmouth, Ohio
WLEC Sandusky, Ohio
KFLW Klamath Falls, Ore.
KSYL Alexandria, La.
KORE Eugene, Ore.
KSLM Salem, Ore.
WPAM Pottsville, Pa.
WRAK Williamsport, Pa.
KCOR San Antonio, Tex.
KWTX Waco, Tex.
WHBY Appleton, Wis.
WLIP Kenosha, Wis.

FORJOE & CO. INC.

New York 19—29 West 57th St. Tel.: Plaza 5-8501. Pres.: Joseph Bloom; Gen. Mgr.: Joseph Ruggiero; Sales Mgr.: Bernard Howard; Helen Wood; William Ashley.
Chicago 11—435 N. Michigan Ave. Tel.: Delaware 7-1874. Gen. Mgr.: William R. Wyatt; William Snyder.
Los Angeles 14—1127 Wilshire Blvd. Tel.: Madison 6-8329. Mgr.: Lawrence Krasner.
San Francisco 5—591 Market St. Tel.: Sutter 1-7569. Mgr.: Zonabelle Samson.
Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Mgr.: Clayton Cossé and Dora Cossé.

(Stations represented not reported)

FORT INDUSTRY CO.*

New York 22—488 Madison Ave. Tel.: Eldorado 5-2455.

Owned Stations:

WWVA Wheeling, W. Va.
WSPD Toledo, Ohio
WMMN Fairmont, W. Va.
WSAI Cincinnati, Ohio
WAGA Atlanta, Ga.
WGBS Miami, Fla.
WJBK Detroit, Mich.

* In addition, all stations are represented by The Katz Agency, except WWVA (Blair & Co.) and WSAI (Avery-Knodel Co.).

FREE & PETERS INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-6022. Pres.: H. Preston Peters; Eastern Radio Sales Mgr.: Jones Scovern.
Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Mgr.: John A. Cory.
Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4225. Mgr.: W. W. Bryan.
Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349. Mgr.: Joseph W. Evans.
Hollywood 28—6331 Hollywood Blvd. Tel.: 9-2151. Mgr.: Hal W. Hoag.
San Francisco 4—Russ Bldg. Tel.: Sutter 1-3798. Mgr.: William A. Morrison.

Represents:

WGR Buffalo, N. Y.
WOC Davenport, Ia.
WHO Des Moines
WDAY Fargo, N. D.
KMBC-KFRM Kansas City
WTCN Mineapolis-St. Paul
KSD St. Louis
WFBL Syracuse
WCSC Charleston, S. C.
WIS Columbia, S. C.
WPTF Raleigh, N. C.
WDBJ Roanoke, Va.
WAVE Louisville
KIRO Seattle
KRIS Corpus Christi, Tex.
KXYZ Houston
KDSH Boise, Idaho
KFDM Beaumont, Tex.
KVOD Denver
WDSM Duluth-Superior
KFAB Omaha
KEX Portland, Ore.
WBAP Fort Worth-Dallas
KGMB-KHBC Honolulu-Hilo
WGH Norfolk
WBZ-WBZA Boston-Springfield
WOWO Ft. Wayne
KYW Philadelphia
KDKA Pittsburgh
WDZ Decatur, Ill.
WMBD Peoria, Ill.
KTSA San Antonio
KVAL Brownsville, Tex.

PAUL GIRARD CO.

Dallas 1—314 Thomas Bldg. Tel.: Sterling 1037.

(Stations represented not reported.)

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.

(Stations represented not reported.)

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant.
Los Angeles—1127 Sunset Blvd. Tel.: Madison 9-2653. Mgr.: Larry Krasner.
New York—33 W. 42d St. Tel.: Bryant 9-1374.
Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.

Represents:

KAFY Bakersfield, Calif.
KHSL Chico, Calif.
KMYC Marysville, Calif.
KYOS Merced, Calif.
KTRB Modesto, Calif.
KPRL Paso Robles, Calif.
KEEN San Jose, Calif.
KVCV Redding, Calif.
WBEX Chillicothe, Ohio
KVEC San Luis Obispo
KBND Bend, Ore.
KUIN Grants Pass, Ore.
KSMO San Mateo, Calif.
KSRO Santa Rosa, Calif.
KVVC Ventura, Calif.
KFJI Klamath Falls, Ore.
KYJC Medford, Ore.
KJAM Vernal, Utah
WSKI Montpelier, Vt.
KXRO Aberdeen, Wash.
WHTC Holland, Mich.
KENO Las Vegas, Nev.
WMOA Marietta, Ohio
KWLK Longview, Wash.
KGY Olympia, Wash.
KUJ Walla Walla, Wash.
KRLC Lewiston, Ida.
KCOK Tulare, Calif.
WOHI East Liverpool, Ohio
WMOH Hamilton, Ohio
WJJL Niagara Falls, N. Y.
WIRY Plattsburg, N. Y.
KECC Pittsburg, Calif.
KMBY Monterey, Calif.
KWRN Reno, Nev.
WJEH Gallipolis, Ohio
WLNH Laconia, N. H.
WBIW Bedford, Ind.
Aloha Network, Honolulu

IRENE GRIFFITH

Hollywood 28—1341 N. Cahuenga Blvd. Tel : Hillside 3912.
San Francisco 4—681 Market St. Tel.: Douglas 4475.

(Stations represented not reported)

MELCHOR GUZMAN CO. INC.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. V. P. in Charge: A. M. Martinez.

(Represents stations in Cuba, Mexico, Puerto Rico, Central and South America)

†ARTHUR H. HAGG ASSOCIATES INC.

Chicago 1—360 N. Michigan Ave. Tel.: Central 6-7553. Mgr.: Arthur H. Hagg.
New York 17—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.

Represents:

KGNO Dodge City, Kan.

HEADLEY-REED CO.

New York—420 Lexington Ave. Tel.: Murray Hill 3-5467. Pres.: Frank W. Miller Sr. Sec.-Treas.: Frank W. Miller Jr.; V. P.: W. B. Faber; V. P.-Mgr. N. Y. Office: Sterling B. Beeson.

Chicago—230 N. Michigan Ave. Tel.: Franklin 2-4686. V. P.-Mgr.: John H. Wrath.

Detroit—2019 Penobscot Bldg. Tel.: Woodward 2-7371. Mgr.: Harold V. Barrett.

Atlanta—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman Jr.

San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell.

Hollywood—Taft Bldg. Tel.: Hillside 7738. Mgr.: Clark Barnes.

New Orleans—International Trade Mart Bldg. Tel.: Tulane 3363. Mgr.: Milton De Reyna Jr.

Philadelphia—1216 Lincoln Liberty Bldg. Tel.: Locust 4-0678. Mgr.: Robert S. Dome.

Represents:

WSGN Birmingham, Ala.
WALA Mobile, Ala.
WSFA Montgomery, Ala.
WELI New Haven, Conn.
WDAK Columbus, Ga.
WGL Ft. Wayne, Ind.
WITH Baltimore, Md.
WSAR Fall River, Mass.
WSAM Saginaw, Mich.
KFEQ St. Joseph, Mo.
WHLD Niagara Falls, N. Y.
WSJS Winston-Salem, N. C.
WKOW Madison, Wis.
WFMJ Youngstown, Ohio
WSAN Allentown, Pa.
WAPO Chattanooga, Tenn.
WSYR Syracuse, N. Y.
WTRY Troy, N. Y.
WHBS Huntsville, Ala.
WONE Dayton, Ohio
WLAN Lancaster, Pa.
WEEK Peoria, Ill.
WEMP Milwaukee, Wis.
WEEU Reading, Pa.
WTOD Toledo, Ohio
WFAS White Plains, N. Y.
WRDW Augusta, Ga.
WKMH Dearborn, Mich.
WLEW Bad Axe, Mich.
WTOK Meridian, Miss.
KOTA Rapid City, S. D.
WHIM Providence, R. I.
WBML Macon, Ga.
KWWL Waterloo, Iowa
WORC Worcester, Mass.
WKHM Jackson, Mich.
WHK Cleveland, Ohio
WCOS Columbia, S. C.
KSFO San Francisco, Calif

GEORGE P. HOLLINGBERY CO.

Chicago 1—307 N. Michigan Ave. Tel.: Andover 3-2636. Mgr.: George P. Hollingbery.
New York 18—500 Fifth Ave. Tel.: Bryant 9-3960. Mgr.: F. E. Spencer Jr.
Atlanta 3—223 Peachtree St. Tel.: Cypress 1489. Mgr.: Richard N. Hunter.
San Francisco 4—400 Montgomery St. Tel.: Douglas 2-1792. Mgr.: Knox LaRue.
Los Angeles 13—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise Jr.

Represents:

WADC Akron, Ohio
WAEB Allentown, Pa.
WATL Atlanta, Ga.
WJBF Augusta, Ga.
KPMC Bakersfield, Calif.
WJBO Baton Rouge, La.
WBCM Bay City, Mich.
KOOK Billings, Mont.
WINR Binghamton, N. Y.
KGEM Boise, Ida.
*WGN Chicago
WRBL Columbus, Ga.
WBTM Danville, Va.
WWJ Detroit
WEBC Duluth, Minn.
KTSM El Paso, Tex.
WEAU Eau Claire, Wis.
WBIG Greensboro, N. C.
KPOA Honolulu
WJDX Jackson, Miss.
KGHI Little Rock, Ark.
WLVA Lynchburg, Va.
WISC Madison, Wis.
WQUA Moline, Ill.
WSIX Nashville, Tenn.
WWEZ New Orleans
KOOL Phoenix, Ariz.
WJAS Pittsburgh
KOLO Reno, Nev.
WHAM Rochester, N. Y.
KUTA Salt Lake City
KITO San Bernardino, Calif.
KYA San Francisco
KIST Santa Barbara, Calif.
WARM Scranton, Pa.
KVI Seattle, Wash.
KSCJ Sioux City, Iowa
WORD Spartanburg, S. C.
KNEW Spokane, Wash.
WSPR Springfield, Mass.
KGBX Springfield, Mo.
KCNA Tucson, Ariz.
Arrowhead Network.

* Except in Chicago, New York, Boston, Detroit, Minneapolis, Milwaukee, Cincinnati, Philadelphia.

HAL HOLMAN CO

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-0016. Mgr. Hal Holman.
New York—60 E. 42d St. Tel.: Murray Hill 2-4813.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5048. Mgr.: Tracy Moore.

Represents:

WTCM Traverse City, Mich.
WATT Cadillac, Mich.
WATZ Alpena, Mich.
WMBN Petoskey, Mich.
WATC Gaylord, Mich.
WABJ Adrian, Mich.
WHFB Benton Harbor, Mich.
*WIBM Jackson, Mich.
WMUS Muskegon, Mich.
WKNX Saginaw. Mich.
WIBV Belleville, Ill.
WCAZ Carthage, Ill.
WHOW Clinton, Ill.
WLBH Mattoon, Ill.
WLDS Jacksonville, Ill.
WJOL Joliet, Ill.
WKAN Kankakee, Ill.
WVLN Olney, Ill.
WSIV Pekin, Ill.
WWCA Gary, Ind.
*WLBC Muncie, Ind.
WKAM Warsaw, Ind.
WBEV Beaver Dam, Wis.
KFIZ Fond du Lac, Wis.
WMAM Marinette, Wis.
WSPT Stevens Point, Wis.
WGNS Murfreesboro, Tenn.
WCRK Morristown, Tenn.
WTPR Paris, Tenn.
KIUP Durango, Col.
KGLN Glenwood Springs, Col.
KFXJ Grand Junction, Col.
KFKA Greeley, Col.
KXGI Fort Madison, Iowa
KGAR Garden City, Kan.
KJCK Junction City, Kan.
KNEB Scottsbluff, Neb.
KWAL Wallace, Idaho
*WPIN Clearwater, Fla.
WBSR, Pensacola, Fla.
WLBS Birmingham, Ala.
WGWC Selma, Ala.
WHIR Danville, Ky.
WMIK Middlesboro, Ky.
WAYX Waycross, Ga.

*Midwest representation only

DON HOWARD & CO.

Del Rio, Tex.—Foster Bldg. Tel.: 1017. Owner: Don Howard.

(Stations represented not reported)

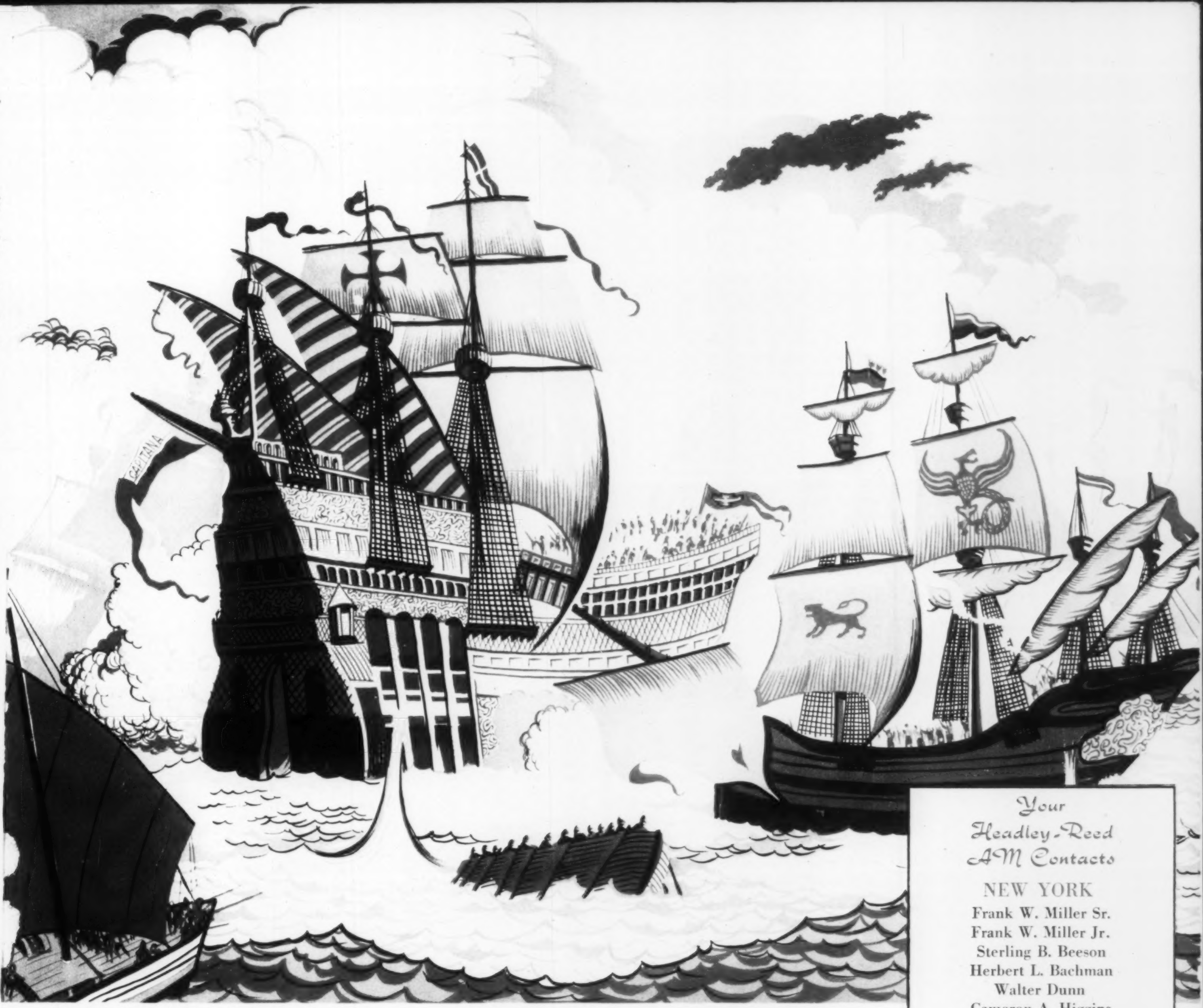
H-R REPRESENTATIVES INC.

New York 17—405 Lexington Ave. Tel.: Murray Hill 9-2606. Pres.-Treas.: Frank M. Headley; Exec. V.P.: Dwight S. Reed; V.P.-Sec.: Frank E. Pellegrin; V.P.: Paul R. Weeks; V.P.: Carlin S. French; Allan W. Kerr; James W. LeBaron.
Chicago 3—79 W. Monroe St. Tel.: Randolph 6-0113. Dwight S. Reed, Carlin S. French.
San Francisco—110 Sutter St. Tel.: Exbrook 2-3407. James M. Alspaugh.
Hollywood—710 Equitable Bldg. Tel.: Granite 1480. V.P.: Harold Lindley.

Represents:

KMPC Los Angeles
WROK Rockford, Ill.
WFBG Altoona, Pa.
WJIM Lansing, Mich.
WMSC Columbia, S. C.
WCOL Columbus, Ohio
KMMJ Grand Island, Neb.
WLOK Lima, Ohio
WHUM Reading, Pa.
KJBS San Francisco
WTSP St. Petersburg, Fla.
KNOE Monroe, La.
WNOE New Orleans
WJW Cleveland
WGFG Kalamazoo, Mich.
WONS Hartford, Conn.
WSOC Charlotte, N. C.
WWNC Asheville, N. C.
KXXX Colby, Kan.
WIKK Erie, Pa.
WNAC Boston
WEAN Providence, R. I.
WONS Hartford, Conn.
Yankee Network

(Continued on page 35)



" An attack on the Armada "

Your Headley-Reed AM Contacts

NEW YORK
Frank W. Miller Sr.
Frank W. Miller Jr.
Sterling B. Beeson
Herbert L. Bachman
Walter Dunn
Cameron A. Higgins
Jack Hardingham
Barry Keit
Frank T. Breslin
William L. Kost
Richard P. Hogue
ATLANTA
Eli W. Sweatman
CHICAGO
John H. Wrath
John Schulz
Edward E. Gardner
Philip Leo Mergener
DETROIT
Harold V. Barrett
HOLLYWOOD
Clark Barnes
SAN FRANCISCO
Ralph Mitchell
NEW ORLEANS
Milton R. de Reyna Jr.
PHILADELPHIA
Robert S. Dome

363 years ago

Phillip II's plan to invade England in 1588 was prevented by the destruction of his great Armada. The lofty Spanish ships filled with thirty thousand soldiers and crew, were attacked by the expert English seamen in smaller but more numerous ships. Under the leadership of such veteran fighters as Drake and Hawkins, the English were completely victorious. Badly defeated, the Armada suffered still greater losses in subsequent storms.

363 years experience

in Radio Advertising . . .

Giving us an average of 15 years per man, with every man thoroughly versed in selling the National and Sectional markets . . .

Available to you! Our wealth of Radio knowledge in every Radio market, plus continual close contact with Advertisers and their Agencies, by men who are specialists in selling a single medium-RADIO SPOT TIME . . .

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Headley-Reed Company

Radio Station Representatives

CHICAGO
PHILADELPHIA
ATLANTA
HOLLYWOOD

HIGH ABOVE

exploring every market ... from eight strategically located offices throughout the United States ... giving you superior coverage with quick and thorough personal service to Advertisers and their Agencies.

All offices company owned and operated

Radio Station Representatives

STATION REPRESENTATIVES

(Continued from page 32)

INDIE SALES INC.

New York 17—60 E. 42d St. Tel.: Murray Hill 2-4813. Jack Koste, Gene Litt, Oscar Lutz.
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-0016.
Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812. Mgr.: Gene Grant.

Represents:

KFMJ Tulsa, Okla.
KLMS Lincoln, Neb.
KTBI Tacoma, Wash.
WACE Springfield, Mass.
WCAV Norfolk, Va.
WCCC Hartford, Conn.
WCCM Lowell, Mass.
WIKY Evansville, Ind
WPIN St. Petersburg, Fla.
WJMR New Orleans
WJXN Jackson, Miss.
WKAB Mobile, Ala.
WTAO Boston
WTEL Philadelphia
WXGI Richmond, Va.
WXLW Indianapolis

Metropolitan Network, Washington, D. C.

INTER-AMERICAN PUBLICATIONS INC.

New York 17—41 E. 42d St. Tel.: Murray Hill 2-0886. Pres.: Angel Ramos; V. P.-Treas.: Jose Oviedo; Sec.: Frank Navarro.

Represents:

WKAQ San Juan, P. R.
WKJB Mayaguez, P. R.
WPAB Ponce, P. R.

†INTERSTATE UNITED NEWSPAPERS

New York—545 Fifth Ave. Tel.: Murray-Hill 2-5452. Mgr. Radio Div.: Joe Wootton.
Chicago—25 E. Jackson Blvd. Tel.: Webster 9-7260 . Mgr.: L. J. Pollard.
Detroit—2146 St. Antoine St. Tel.: Cadillac 4497.
Los Angeles—4822 S. Avalon Blvd. Mgr.: Ted Washington.

Represents:

WLIB New York
WHAT Philadelphia
WHOD Pittsburgh
WERD Atlanta, Ga.
WJLD Birmingham, Ala.
WIVY Jacksonville, Fla.
KOWL Los Angeles

FRED R. JONES

(Stations represented not reported)

Chicago—228 N. La Salle St. Tel.: State 2-5096.

†THE KATZ AGENCY

New York 22—488 Madison Ave. Tel.: Plaza 9-4460. Sales Mgr.: George Brett.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4006. Mgr.: Gerald H. Gunst.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan Jr.
Atlanta 3—22 Marietta St. Tel.: Alpine 1637. Mgr.: Fred M. Bell.
Dallas 1—Republic Bank Bldg. Tel.: Randolph 7936. Mgr.: David Rutledge.
San Francisco 4—Russ Bldg. Tel.: Sutter 1-7434. Mgr.: Donald C. Staley.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Stanley J. Reulman.

Represents:

KLZ Denver
WGBS Miami, Fla.
WDAE Tampa
*WAGA Atlanta
*WMAZ Macon, Ga.
*WTOC Savannah
KGU Honolulu
WPDQ Jacksonville, Fla.
WEOA Evansville, Ind.
WFBM Indianapolis
WMT Cedar Rapids
KRNT Des Moines
WNAX Sioux City-Yankton
WWL New Orleans
WCOP Boston
KGHL Billings, Mont.
WXKW Albany, N. Y.
WKRC Cincinnati
WSPD Toledo, Ohio
WKY Oklahoma City
WFIL Philadelphia
WCAE Pittsburgh
WREC Memphis
KHQ Spokane, Wash.
WMMN Fairmont, W. Va.
WISN Milwaukee
WJBK Detroit
WFDF Flint, Mich.
WOOD Grand Rapids, Mich.
KWK St. Louis
WEBR Buffalo, N. Y.
WHIS Bluefield, W. Va.
KCMO Kansas City, Mo.
WMAL Washington, D. C.

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* The Georgia Trio

JOHN KEATING

Portland, Ore.—Alderway Bldg. Tel.: Beacon 4107. Mgr.: Don P. Motter.
Seattle, Wash.—2d & Pine Bldg. Tel.: Elliott 6520. Mgr.: James A. McLoughlin.

Special regional representation of Oregon, Washington and Idaho stations:

KVAS Astoria, Ore.
KRNR Roseburg, Ore.
KFJI Klamath Falls, Ore.
KSLM Salem, Ore.
KOOS Coos Bay, Ore
KBND Bend, Ore.
KBKR Baker, Ore.
KORE Eugene, Ore.
KMED Medford, Ore.
KUIN Grants Pass, Ore.
KLBM LaGrande, Ore.
KWIN Ashland, Ore.
KTIL Tillamook, Ore.
KFXD Boise-Nampa, Idaho
KTFI Twin Falls, Idaho
KBIO Burley, Idaho
KSRV Ontario, Ore.
KIT Yakima, Wash.
KWRC Pendleton, Ore.
KODL The Dalles, Ore.
KWIL Albany, Ore.
KRLC Lewiston, Idaho
KWLK Longview, Wash.
KELA Centralia, Wash.
KGY Olympia, Wash.
KXRO Aberdeen, Wash.
KVOS Bellingham, Wash.
KPQ Wenatchee, Wash.
KUJ Walla Walla, Wash.
KRSC Seattle, Wash.
KGA Spokane, Wash.
KIEM Eureka, Calif.
KONP Port Angeles, Wash.
KVAN Vancouver, Wash.
KPOJ Portland, Ore.
KPKW Pasco, Wash.
KBRC Mt. Vernon, Wash.
KMO Tacoma, Wash.
KNPT Newport, Ore.
KRUL Corvallis, Ore.
KAPA Raymond, Wash.
KBRO Bremerton, Wash.
KOMW Onnak, Wash.

KEENAN & EICKELBERG

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: W. Hubbard Keenan.
Los Angeles 5—638 S. Van Ness Ave. Tel.: Dunkirk 8458. Mgr.: George G. Dietrich.
Portland 4, Ore.—333 S. W. Oak St. Tel.: Broadway 3210. Mgr.: Frank J. McHugh Jr.

Represents:

WOR New York
The O. L. Taylor Co.
Harrington, Righter & Parsons

THE KENNEDY CO.

Philadelphia 2—1806 Packard Bldg. Tel : Rittenhouse 6-8546.

Represents:

WILM Wilmington, Del.[1]
WFPG Atlantic City, N. J.[1]
WWBZ Vineland, N. J.
WCOJ Coatsville, Pa.
WHVR Hanover, Pa.
WBUD Morrisville, Pa.[2]
WHWL Nanticoke, Pa.[2]
WDAS Philadelphia [1]
WHUM Reading, Pa.[2]
WGCB Red Lion, Pa.
WISL Shamokin, Pa.[2]

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[1] Represents in Pennsylvania only.
[2] Philadelphia only.

KETTELL-CARTER

Boston—John Hancock Bldg. Tel.: Liberty 2-5799. Partners: Elmer Kettell, Marjorie Carter.

Represents in New England and New York State

*WOR New York
*WHCU Ithaca, N. Y.
WHIM Providence, R. I.
WSKI Montpelier, Vt.
WALE Fall River, Mass.
*WSYR Syracuse, N. Y.
WABI Bangor, Me.
WMOU Berlin, N. H.
WACE Chicopee, Mass.
WEIM Fitchburg, Mass.
WKOX Framingham, Mass.
WHAV Haverhill, Mass.
WKNE Keene, N. H.
WLNH Laconia, N. H.
WLAM Lewiston, Me.
WFEA Manchester, N. H.
WBSM New Bedford, Mass.
WBEC Pittsfield, Mass.
WBRY Waterbury, Conn.
WTVL Waterville, Me.
WNEB Worcester, Mass.
WHEB Portsmouth, N. H.
WKXL Concord, N. H.

Pine Tree Group
New Hampshire Group
North Eastern Broadcasting System
Bay State Group of Stations

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* New England only.

A. LEWIS KING

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-8276.

Represents:

WBNX New York

ORVILLE LAWSON & ASSOC.

Minneapolis 2—935 Northwestern Bank Bldg. Tel.: Geneva 9631. Owner: Orville F. Lawson. Office Mgr.: Mrs. Edna H. Brautigam. Acct. Executive: Loren Sorensen.

(Stations represented not reported)

LUXEMBOURG BROADCASTING CO.

(Radio Luxembourg: 232 kc, 150 kw; 1439 kc, 150 kw)

New York 10—175 Fifth Ave. Mgr.: Guy Bolam. (See American Sales & Servicing Agency.)

JOSEPH HERSHEY McGILLVRA INC.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres. Joseph H. McGillvra.

Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282, V.P. & Mgr.: Hub. Jackson.

Los Angeles 5—2330 W. 3d St. Tel.: Dunkirk 7-4388. Mgr.: Robert W. Walker.

San Francisco 4—57 Post St. Tel.: Sutter 1-5568. Mgr.: Rogers Parratt.

(Stations represented not listed.)

FRANK J. McHUGH JR.

Portland, Ore., 4—710 Lewis Bldg. Tel.: Broadway 3210.

(Stations represented not reported.)

MEDIA REPRESENTATIVES INC.

New York 17—270 Park Ave. Tel.: Murray Hill 8-4777. U. S. Mgr.: William J. Chase; Manila Mgr.: Albert C. Capotosto; Asst. Mgr.: Helen M. L. Leary.

Represents:

Manila Broadcasting Co., Manila

DZMB Manila
DZRH Manila
DZPI Manila
DYBC Cebu
DYBU Cebu

ROBERT MEEKER ASSOCIATES INC.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker; Eastern Mgr.: Louis J. F. Moore. Edgar B. Filion, Ben F. Conway, Glenn Lau.

Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Carlton F-J Jewett. Lois Thompson.

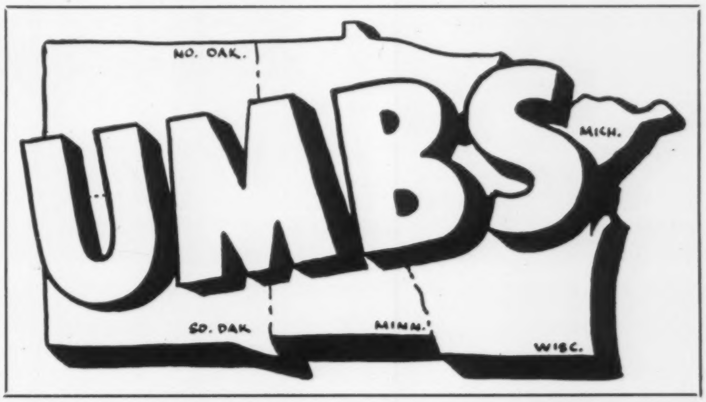
San Francisco 4—Russ Bldg. Tel.: Yukon 6-4940. Mgr.: Donald L. Pontius.

Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moore.

Represents:

WDEL Wilmington, Del.
WCUM Cumberland, Md.
WKNE Keene, N. H.
WKNY Kingston, N. Y.
WGAT Utica, N. Y.
WHOL Allentown, Pa.
WRTA Altoona, Pa.
WEST Easton, Pa.
WKBO Harrisburg, Pa.
WAZL Hazleton, Pa.
WGAL Lancaster, Pa.
WKST New Castle, Pa.
WRAW Reading, Pa.
WMBS Uniontown, Pa.
WORK York, Pa.
WGKV Charleston, W. Va.
WDWS Champaign, Ill.
WWXL Peoria, Ill.
WTTS Bloomington, Ind.
WKBV Richmond, Ind.
WKBB Dubuque, Iowa
KOKX Keokuk, Iowa
WSON Henderson, Ky.
WHOP Hopkinsville, Ky.
WPAD Paducah, Ky.
KAUS Austin, Minn.
KFSB Joplin, Mo.
WHKK Akron, Ohio
WCLT Newark, Ohio
WSAU Wausau, Wis.
WJNO West Palm Beach, Fla.
KVOL Lafayette, La.
KMOD Modesto, Calif.
KCRA Sacramento, Calif.
KUGN Eugene, Ore.
KMED Medford, Ore.
KVOS Bellingham, Wash.
KWIE Kennewick, Wash.
KPQ Wenatchee, Wash.

(Continued on page 36)



STATION REPRESENTATIVES

(Continued from page 35)

CLYDE MELVILLE CO.

Dallas—402 Melba Bldg. Tel.: Sterling 1558. Owner: Clyde B. Melville.

Represents:

KTXN Austin, Tex.
KTXC Big Spring, Tex.
KSTB Breckenridge, Tex.
KICA Clovis, N. M.
KDMS El Dorado, Ark.
WGVM Greenville, Miss.
KERB Kermit, Tex.
KFRO Longview, Tex.
KSEL Lubbock, Tex.
KDAS Malvern, Ark.
KTFS Texarkana, Tex.
The Cotton Belt Group

NATIONAL BROADCASTING CO. (NBC SPOT)

(National Spot Sales Dept.)

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300. Dir.: James V. McConnell. Eastern Radio Sales Mgr.: Robert J. Leder. Sales Development, Adv., Prom. Mgr.: H. Norman Neubert.
Chicago—Merchandise Mart. Tel.: Superior 7-8300. Radio Sales Mgr.: Robert Flanigan.
Cleveland—815 Superior Ave. N.E. Tel.: Cherry 0942. Radio Sales Rep.: Robert C. Miller.
Hollywood—Sunset & Vine. Tel.: Hollywood 9-6161. Sales Rep.: Wm. Doty Edouarde.
San Francisco—Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. Sales Rep.: Carl Nielsen.

Represents:

WNBC New York
WMAQ Chicago
WTAM Cleveland
KNBC San Francisco
WRC Washington
KOA Denver
WGY Schenectady-Albany-Troy

NATIONAL TIME SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0810. Sales Mgr.: Arthur Gordon; Asst. Sales Mgr.: Robert J. Kizer.
Los Angeles—672 S. Lafayette Park Place. Harlan G. Oakes.
Chicago—3216 Pure Oil Bldg. Paul Elsberry.

(Stations represented not reported)

HARLAN G. OAKES & ASSOCIATES

Chicago—3216 Pure Oil Bldg. Tel.: State 2-7942.
San Francisco—26 O'Farrell St., Rm. 609. Tel.: Yukon 6-5936.
Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200.
New York—17 E. 42d St. Tel.: Murray Hill 2-0810.

Represents:

Texas Spanish Language Group

XEO Matamoros-XEOR Reynosa, Tam. (Brownsville-McAllen Tex.)

KCOR San Antonio
KTXN Austin, Tex.
KUNO Corpus Christi, Tex.
KIFN Phoenix, Ariz.
XED Mexicali, B. C. (Calexico, Calif.)
KEXO Grand Junction, Col.
*CFQC Saskatoon, Sask.
*CFRN Edmonton, Alta.
*CFCN Calgary, Alta.
XEAS Neuvo Laredo, Tam. (Laredo, Tex.)
XEJ Ciudad Juarez, Chih. (El Paso, Tex.)
KOPO Tucson, Ariz.[1]
XEAC Tijuana, B. C. (San Diego, Calif.)
KGST Fresno, Calif.[1]
KYNO Fresno, Calif.[1]
KCOK Tulare, Calif.[1]
KLVL Pasadena, Tex. (Houston)
XEMU Piedras Negras, Coah. (Eagle Pass, Tex.)

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* Represents on West Coast only.
[1] Spanish only.

LEE F. O'CONNELL CO.

Beverly Hills, Calif.—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Pres.-Mgr.: Lee F. O'Connell.
San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. William A. Ayres.

(Stations represented not reported)

PACIFIC NORTHWEST BROADCASTERS

Portland 7—Orpheum Bldg. Tel.: Broadway 6451.
New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830.
Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771.
Kansas City—1012 Baltimore St. Tel.: Victor 0021.
Hollywood 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408.
San Francisco 4—79 Post St. Tel.: Exbrook 2-8033.
Spokane 4—Television Center. Tel.: Madison 1218.

(Stations represented not listed)

PAN AMERICAN BROADCASTING CO.

New York—17 E. 42d St. Tel.: Murray Hill 2-0810. Mgr.: E. Bernald.
Chicago—Pure Oil Bldg., Rm. 3216. Tel.: State 2-7942. Paul Elsberry.
Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes.

Represents Stations in:

AFRICA:
South Africa
North Africa
Belgian Congo
Liberia
Mozambique
Angola

ASIA:
China
Formosa
Japan
India
Pakistan

SOUTH AMERICA:
Bolivia
Chile
Colombia
Dutch Guiana
Ecuador
Paraguay
Peru
Venezuela

EUROPE:
France
Portugal
Spain
England

CENTRAL AMERICA:
Costa Rico
El Salvador
Honduras
Nicaragua
Panama
Guatemala
Mexico
Dominican Republic
Haiti

ICELAND
FIJI ISLANDS

JOHN E. PEARSON CO.

New York—250 Park Ave. Tel.: Plaza 8-2255. John E. Pearson, Russ Walker, John S. Stewart, Ray D. Scofield.
Chicago—333 N. Michigan Ave. Tel.: State 2-7494. Mgr.: Frank M. Reed. Kay Fisher, James W. Rohrs.
Dallas—1312½ Commerce St. Tel.: Prospect 3723. H. W. Maier Jr., Viola Miller.
Minneapolis—1406 Northwestern Bank Bldg. Tel.: Lincoln 5689. James Bowden, Betty Pearson.
Los Angeles—684 S. Lafayette Park Place. Tel.: Dunkirk 7-4388. Robert W. Walker, Bambie Herrington.
San Francisco—57 Post St. Tel.: Sutter 1-5568. Rogers Parratt, Vena Monroe.

(Stations represented not listed)

†JOHN H. PERRY ASSOC.

New York 17—128 E. 56th St. Tel.: Eidorado 5-3197. Gen. Mgr.: William K. Dorman.
Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
Chicago 3—122 S. Michigan St. Tel.: Harrison 7-8085. Mgr.: F. W. Thurnau.
Detroit 2—855 Atkinson Ave. Tel.: Trinity 1-5793. Mgr.: John F. Cole.
Atlanta 3—72 11th St. N.E. Tel.: Emerson 2956. Mgr.: Mrs. Alice S. Grant.

Represents:

WCOA Pensacola, Fla.
WJHP Jacksonville, Fla.
WALT Tampa
WWPG Palm Beach
WNDB Daytona Beach, Fla.
WTMC Ocala, Fla.
WDLP Panama City, Fla.
WKWF Key West, Fla.

EDWARD PETRY & CO. INC.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-0200. Mgr.: Henry E. Ringgold.
Chicago 11—400 N. Michigan Ave. Tel.: Whitehall 4-0011. Mgr.: Edward E. Voynow.
Detroit 2—General Motors Bldg. Tel.: Trinity 5-1035. Mrg.: William Cartwright.
San Francisco 4—Russ Bldg. Tel.: Yukon 2-3631. Mgr.: Earle H. Smith.
Los Angeles 14—523 W. Sixth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis 3—Shell Bldg. Tel.: Chestnut 7191. Mgr.: George Kercher.
Dallas 2—Life of America Bldg., Wood & Akard Sts. Tel.: Prospect 3593. Mgr.: Buell Herman.

Represents:

WSB Atlanta
WICC Bridgeport
WBEN Buffalo
WGAR Cleveland
WFAA Dallas-Ft. Worth
WJR Detroit
KPRC Houston
KARM Fresno, Calif.
KFOR Lincoln, Neb.
KGA Spokane
WBAL Baltimore
KARK Little Rock, Ark.
KFI Los Angeles
WHAS Louisville
WTMJ Milwaukee
KSTP St. Paul
WSM Nashville
WSMB New Orleans
WTAR Norfolk
KOIL Omaha
KGW Portland, Ore.
Texas Quality Network
WRNL Richmond
WOAI San Antonio
KOMO Seattle
WMAS Springfield, Mass.
KVOO Tulsa, Okla.
KFH Wichita, Kan.
KTBS Shreveport, La.
WIP Philadelphia
KPHO Phoenix
KSO Des Moines

RADIO REPRESENTATIVES INC.

New York—480 Lexington Ave. Tel.: Murray Hill 8-4342. Pres.: Harry S. Goodman; V. P. Chg. New York: Peggy Stone.
Chicago—75 E. Wacker Drive. Tel.: Financial 6-0982. V. P. Chg. Chicago: John North.

(Stations represented not listed)

WILLIAM G. RAMBEAU CO.

Chicago 1—333 N. Michigan Ave. Tel.: Andover 3-5566. Mgr.: John Norman.
New York 17—Chanin Bldg. Tel.: Murray Hill 6-5940. Mgr.: William M. Wilson.
Los Angeles 5—1746 N. Las Palmas Ave. Tel.: Hillside 0388. Mgr.: Jack Porter.

Represents:

KFWB Los Angeles
WNAB Bridgeport, Conn.
KMYR Denver
WATR Waterbury, Conn.
WJTN Jamestown, N. Y.
WVJS Owensboro, Ky.
WAGC Chattanooga
KSWM Joplin, Mo.
WHOB Gardner, Mass.
WCLO Janesville, Wis.
WJBW New Orleans
KLUF Galveston, Tex.
KWBC Fort Worth, Tex.
WJOY Burlington, Vt.
WGEZ Beloit, Wis.
WLBR Lebanon, Pa.
WPEN Philadelphia
WILS Lansing, Mich.
WTOR Torrington, Conn.
KSFO San Francisco
WDOV Dover, Del.
WGIL Galesburg, Ill.
KXIC Iowa City, Oowa
WLCS Baton Rouge, La.
KEYD Minneapolis
WLOX Biloxi, Miss.
WHLI Hempstead, N. Y.
WXRA Buffalo-Kenmore, N. Y.
WNDR Syracuse, N. Y.
WSKY Asheville, N. C.
KGWA Enid, Okla.
WMCK McKeesport, Pa.
KSEL Lubbock, Tex.
KXA Seattle
WLIN Merrill, Wis.
WLAD Danbury, Conn.
WJON St. Cloud, Minn.
WNLK Norwalk, Conn.
WPAZ Pottstown, Pa
WWSC Glens Falls, N. Y.

PAUL H. RAYMER CO. INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-5570. Pres.: Paul H. Raymer; Sales Mgr. chg. N. Y. Office: Ralph E. McKinnie; Exec. V.P. in charge AM operations: Fred Brokaw. Dir. Sales Research & Prom.: Arthur C. Schofield.
Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. V.P.-Mgr.: Gar Packard.
Boston 16—Statler Office Bldg. Tel.: Hubbard 2-3225. Mgr.: Paul Tiemer.
Detroit 26—2949 Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains.
Memphis 1—Hotel Chisca. Tel.: Memphis 37-3813. Mgr.: Hugh Murphy.
San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.
Hollywood 28—1680 Vine St. Tel.: Hudson 2-2376. Mgr.: Jack Gale.

Represents:

McClatchy Beeline, Arizona Broadcasting System
New England Major Market Group

WPRO Providence*
WLAC Nashville
WDRC Hartford*
KTAR Phoenix
KVOA Tucson
KTMS Santa Barbara, Calif.
KCOY Santa Maria, Calif.
WKBN Youngstown, Ohio*
WLOF Orlando, Fla.
WDNC Durham, N. C.*
WQXR New York*
KFBK Sacramento, Calif.*
KERN Bakersfield, Calif.*
KMJ Fresno, Calif.*
KWG Stockton, Calif.
WCAO Baltimore*
WBRC Birmingham
WDOD Chattanooga*
WTAC Flint, Mich.
WTOL Toledo*
KOH Reno
KSFD San Diego*
WSBT South Bend, Ind.
WTAG Worcester, Mass.*
KXO El Centro, Calif.
WHKC Columbus, Ohio*
WKJG Fort Wayne, Ind.*
KIHO Sioux Falls, S. D.
KIOA Des Moines
WARC Rochester, N. Y.
KVOR Colorado Springs, Col.

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* FM also.

O. J. REISS

New Orleans 12—904 Maritime Bldg. Tel.: Magnolia 2917.

(Stations represented not reported.)

SCHEERER & CO.

Chicago—35 E. Wacker Dr. Tel.: State 2-7942.

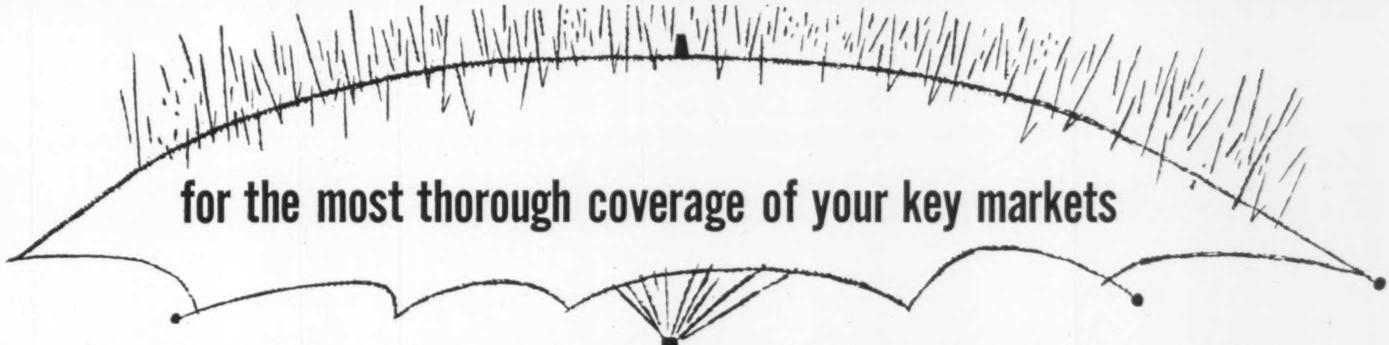
(Stations represented not reported.)

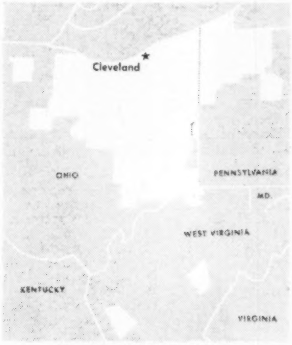
THE SCHEPP-REINER CO.

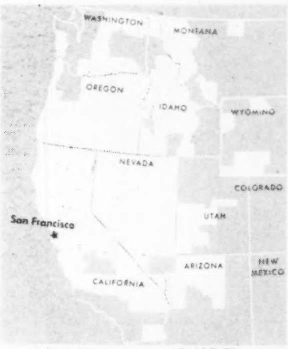
New York—16 E. 43d St. Tel.: Murray Hill 2-8540. Arthur Schepp, S. J. Reiner.

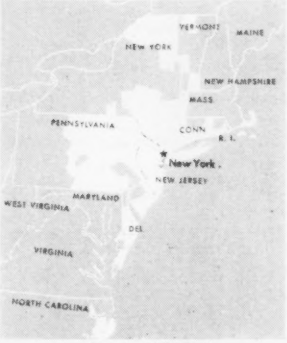
(Stations represented not listed)

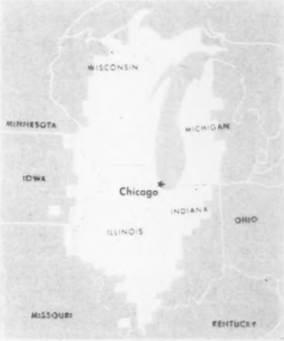
(Continued on page 38)


for the most thorough coverage of your key markets

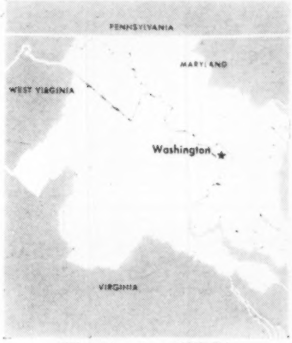

Cleveland
OHIO
PENNSYLVANIA
MD.
WEST VIRGINIA
KENTUCKY
VIRGINIA
Cleveland (WTAM)


WASHINGTON
MONTANA
OREGON
IDAHO
WYOMING
NEVADA
COLORADO
UTAH
San Francisco
ARIZONA
NEW MEXICO
CALIFORNIA
San Francisco (KNBC)

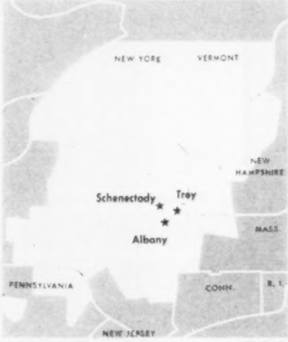

VERMONT
MAINE
NEW YORK
NEW HAMPSHIRE
MASS.
PENNSYLVANIA
CONN.
R. I.
New York
NEW JERSEY
MARYLAND
WEST VIRGINIA
DEL.
VIRGINIA
NORTH CAROLINA
New York (WNBC)


WISCONSIN
MINNESOTA
MICHIGAN
IOWA
Chicago
INDIANA
OHIO
ILLINOIS
MISSOURI
KENTUCKY
Chicago (WMAQ)

...ask the man who knows them


PENNSYLVANIA
MARYLAND
WEST VIRGINIA
Washington
VIRGINIA
Washington (WRC)

WASHINGTON
MONTANA
MINNESOTA
NORTH DAKOTA
SOUTH DAKOTA
OREGON
IDAHO
WYOMING
IOWA
NEBRASKA
NEVADA
Denver
KANSAS
COLORADO
OKLAHOMA
CALIFORNIA
ARIZONA
NEW MEXICO
TEXAS
Denver (KOA)


NEW YORK
VERMONT
NEW HAMPSHIRE
Schenectady
Troy
Albany
MASS.
PENNSYLVANIA
CONN.
R. I.
NEW JERSEY
Albany-Troy-Schenectady (WGY)

Sales success in major markets calls for nothing less than the most thorough coverage possible of the entire distribution area.

And only radio with its mass audience and broad penetration of key markets can provide this coverage. Today's spot radio presents some of the best opportunities for profitable sales results in the history of advertising media.

For fast and complete information about radio in these major markets, call NBC Spot Sales. *Representing only seven stations, your* NBC Spot *radio salesman can better concentrate on your problems in these key markets:*

WNBC *New York* **WRC** *Washington*
WMAQ *Chicago* **KOA** *Denver*
WTAM *Cleveland* **KNBC** *San Francisco*
WGY *Albany-Troy-Schenectady*

These 7 radio stations cover 40% of all U. S. radio homes and are represented by—

NBC SPOT SALES

New York · Chicago · Cleveland · San Francisco · Hollywood

STATION REPRESENTATIVES

(Continued from page 36)

DUNCAN A. SCOTT & CO.

San Francisco—Mills Bldg. Owner: Duncan A. Scott.

Represents:

KLAC Los Angeles*
KPRO Riverside, Calif.
KREO Indio, Calif.
KROP Brawley, Calif.
KYOR Blythe, Calif.
Alaska Broadcasting System
Broadcasting Corp. of America Network

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* Except in Los Angeles

SEARS & AYER

Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
New York—295 Madison Ave. Tel.: Murray Hill 9-2586.
Kansas City—15 W. Tenth St. Tel.: Victor 0021.
San Francisco—681 Market St. Tel.: Yukon 6-0621.
Los Angeles—5225 Wilshire Blvd. Tel.: York 8812.
St. Louis—316 N. 8th St. Tel.: Central 2391.

Represents:

WHMA Anniston, Ala.
WOOF Dothan, Ala.
WJOI Florence, Ala.
WJBY Gadsden, Ala.
WFUN Huntsville, Ala.
WHBB Selma, Ala.
WTBC Tuscaloosa, Ala.
WLCR Torrington, Conn.
WCVS Springfield, Ill.
WCIF Madisonville, Ky.
WKTM Mayfield, Ky.
WPAD Paducah, Ky.
WGCM Gulfport, Miss.
WJPR Greenville, Miss.
WQBC Vicksburg, Miss.
KWOS Jefferson City, Mo.
WMBH Joplin Mo.
KTTS Springfield Mo.
WPUV Pulaski Va.
KSPR Casper Wyo.
WFRL Freeport Ill.
KSLO Opelousas, La.
WGRO Bay City, Mich.
KIRX Kirksville, Mo.
WGAI Elizabeth City, N. C.
KPDN Pampa, Tex.
WFRS Alexander City, Ala.
KNEA Jonesboro, Ark.
WROY Carmi, Ill.
WHFC Cicero, Ill.
WTMV East St. Louis, Ill.
WGGH Marion, Ill.
WFTL Ft. Lauderdale, Fla.
WSON Henderson, Ky.
WPBC Minneapolis
WFNS Burlington, N. C.
WCMW Canton, Ohio
WLPM Suffolk, Va.
KSTT Davenport, Iowa

TALLCORN NETWORK

Des Moines—501 Gardner Bldg. Tel.: 3-6502.

(Stations represented not reported.)

THE O. L. TAYLOR CO.

New York 22—438 Madison Ave. Tel.: Murray Hill 8-1088. Pres.: O. L. (Ted) Taylor; V.P.: Lloyd George Venard; Secy-Treas.: Irvin Gross.
Chicago 1—360 No. Michigan Ave. Tel.: State 2-5260. Mgr.: Howard Meyers.
Dallas 1—M & W Tower. Tel.: Riverside 5663. Mgr.: Fred Vance.
Los Angeles 13—638 S. Van Ness Ave. Tel.: Dunkirk 2-8458. Mgr.: George Dietrich.
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San Francisco—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: Hubbard Keenan.

Represents:

KANS Wichita, Kan.
KBUR Burlington, Iowa
KCMC Texarkana, Tex.
KEYS Corpus Christi, Tex.
KFDX Wichita Falls, Tex.
KFYO Lubbock, Tex.
KGNC Amarillo, Tex.
KLRA Little Rock, Ark.
KMLB Monroe, La.
KRGV Weslaco, Tex.
KROD El Paso, Tex.
KRVN Lexington, Neb.
KTBB Tyler, Tex.
KTBC Austin, Tex.
KTOK Oklahoma City
KTRE Lufkin, Tex.
KTRI Sioux City, Iowa
KTXL San Angelo, Tex.
KWKC Abilene, Tex.
WAGE Syracuse, N. Y.
WAKE Greenville, S. C.
WCBM Baltimore, Md.
WCOS Columbia, S. C.
WCOV Montgomery, Ala.
WERE Cleveland
WHBC Canton, Ohio
WHBL Sheboygan, Wis.
WINN Louisville, Ky.
WKBH LaCrosse, Wis.
WLOS Asheville, N. C.
WMAN Mansfield, Ohio
WOL Washington, D. C.
WPAY Portsmouth, Ohio
WRFD Worthington, Ohio
WTOB Winston-Salem, N. C.
Lone Star Chain
Oklahoma Network
Southwest Network

WILLIAM TEMPLE

Kansas City, Mo.—15 W. 10th St. Tel.: Victor 0021.

(Stations represented not reported.)

TRANSIT RADIO INC.

Cincinnati 2—1109 Union Trust Bldg. Tel.: Dunbar 7775. Board Chairman: Hulbert Taft Jr.; Pres.: Richard C. Crisler.

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KCBC-FM Des Moines
KCMO-FM Kansas City, Mo.
KTNT (FM) Tacoma, Wash.
KXOK-FM St. Louis
WBUZ (FM) Bradbury Heights, Md.
WKRC-FM Cincinnati
WGTR (FM) Worcester, Mass.
WKJF (FM) Pittsburgh
WWDC-FM Washington
WAJL (FM) Flint, Mich.
KBON-FM Omaha, Neb.
WTOA (FM) Trenton, N. J.

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Washington—8th & Eye Sts N.W. Tel.: Republic 8000. Mgr.: Richard Eaton.
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Represents:

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WFAN (FM) Washington
WINX Rockville, Md.
WSID Baltimore
WARK Hagerstown, Md.
WANT Richmond, Va.

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Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Fairfax 3200. Mgr.: Harlan Oakes.
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WELM Elmira, N. Y.
WSAY Rochester, N. Y.
WBRK Pittsfield, Mass.
WHYN Holyoke, Mass.
WNBH New Bedford Mass.
WLBC Muncie, Ind.
WJAG Norfolk, Neb.
KLPM Minot, N. D.
WRJN Racine, Wis.
WATW Ashland, Wis.
WGRC Louisville, Ky.
WKLX Lexington, Ky.
WDEV Waterbury, Vt.
WSCR Scranton, Pa.
WOTW Nashua, N. H.
KOCY Oklahoma City
KAKC Tulsa, Okla.
KSEI Pocatello, Idaho
WJMS Ironwood, Mich.
WIKB Iron Mountain, Mich.
WDBC Escanaba, Mich.
WHDF Calumet, Mich.
WWOD Lynchburg, Va.
KENT Shreveport, La.
WTRF Bellaire-Wheeling, W. Va.
WAPX Montgomery, Ala.
WJRD Tuscaloosa, Ala.
KBWD Brownwood, Tex.
KXLY Spokane, Wash.
KXL Portland, Ore.
KXLF Butte, Mont.
WSPC Anniston, Ala.
WBBQ Augusta, Ga.
WGEM Quincy, Ill.
WJPS Evansville, Ind.
KWBW Hutchinson, Kan.
WJEJ Hagerstown, Md.
WAIR Winston-Salem, N. C.
WJMX Florence, S. C.
WNOR Norfolk, Va.
WFNC Fayetteville, N. C.
WPLH Huntington, W. Va.
KGRH Fayetteville, Ark.
WEIM Fitchburg, Mass.
WTXL Springfield, Mass.
WGTM Wilson, N. C.
WDOK Cleveland, Ohio
WNAR Norristown, Pa.
WWNR Beckley, W. Va.
WBEL Beloit, Wis.
WHRV Ann Arbor, Mich.
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Boston—Statler Bldg. Tel.: Hubbard 2-5677. Mgr.: Henry Greene.
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WORZ Orlando, Fla
WTIC Hartford, Conn.
WSUN St. Petersburg, Fla.
KTFI Twin Falls, Ida
WSOY Decatur, Ill.
WTAX Springfield, Ill.
WGBF Evansville, Ind.
WBOW Terre Haute, Ind.
KGLO Mason City, Iowa
KGGF Coffeyville, Kan.
KALB Alexandria, La.
WRDO Augusta, Me.
WLBZ Bangor, Me.
WCSH Portland, Me.
WSLI Jackson, Miss.
KFBB Great Falls, Mont.
WMUR Manchester, N. H.
WMSA Massena, N. Y.
WWNY Watertown, N. Y.
WAKR Akron, O.
WING Dayton, O.
WIZE Springfield, O.
WHGB Harrisburg, Pa.
KQV Pittsburgh
WJAR Providence, R. I.
WACO Waco, Tex.
WCAX Burlington, Vt.
WKWK Wheeling, W. Va.
WBAY Green Bay, Wis.
WJJJ Montgomery, Ala.
WIOU Kokomo, Ind.
KPLC Lake Charles, La.
New England Regional Network
KRMD Shreveport, La.
WIMA Lima, O.
WKAP Allentown, Pa.
WVAM Altoona, Pa.
KSDN Aberdeen, S. D.
KRIO McAllen, Tex.
WJLS Beckley, W. Va.
WKTY La Crosse, Wis.
WREN Topeka, Kan.
WAAT Newark, N. J.
WHBQ Memphis
WPTR Albany, N. Y.
WOKY Milwaukee
WMRC Greenville, S. C.
WNAO Raleigh, N. C
WTTH Port Huron, Mich.
KGGM Albuquerque, N. M.
Marjorie Mills Hour

Canadian Stations

CFAC Calgary, Alta
CJCA Edmonton, Alta.
CFGP Grand Prairie, Alta.
CJOC Lethbridge, Alta
CJAT Trail, B. C.
CKWX Vancouver, B. C.
CJVI Victoria, B. C.
CFBC St. John, N. B.
CFPA Port Arthur, Ont.
CHNS Halifax, N. S.
CJCB Sydney, N. S.
CKRC Winnipeg, Man.
CKSO Sudbury, Ont.
CKOC Hamilton, Ont.
CKBI Prince Albert, Sask.
CHAB Moose Jaw, Sask.
CKCK Regina, Sask.
CKNB Campbellton, N. B.
CFNB Fredericton, N. B.
CFCF Montreal, Que.
CFCY Charlottetown, P. E. I.
CHAT Medicine Hat, Alta.
CFPL London, Ont.
CFRA Ottawa, Ont.
CKCV Quebec City
CKRM Regina, Sask.
CFJC Kamloops, B. C.
CKOV Kelowna, B. C.
CJCS Stratford, Ont.

GILBERT A. WELLINGTON

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(Stations represented not reported.)

WEST COAST RADIO SALES

San Francisco—233 Sansome St. Tel.: Yukon 6-2396. Owner: Benton Paschall.

(Stations represented not reported)

WESTERN RADIO SALES

San Francisco—79 Post St. Tel.: Yukon 6-4112. Mgr.: Jack Q. Hall.

(Stations represented not listed)

WGN Chicago

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WLW Cincinnati

Chicago—360 N. Michigan Ave. Tel.: State 2-6693. Mgr.: Harry F. Albrecht.
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Represents:

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KCIJ Shreveport, La.
KLAC Los Angeles, Calif.
KLEE Houston, Tex.
KTRM Beaumont, Tex.
KWFC Hot Springs, Ark.
KOAT Albuquerque, N. M.
KRSN Los Alamos, N. M.
KTRC Santa Fe, N. M.
WABI Bangor, Me.
WAFB Baton Rouge, La.
WAIT Chicago
WBNY Buffalo, N. Y.
WFEA Manchester, N. H.
WHAY New Britain, Conn.
WINX Washington, D. C.
WJAC Johnstown, Pa.
WJMO Cleveland
WKRG Mobile, Ala.
WKXL Concord, N. H.
WLIZ Bridgeport, Conn.
WMIE Miami, Fla.
WPIC Youngstown, Ohio
WSNY Schenectady, N.Y.
KULA Honolulu, Hawaii
KENI Anchorage, Alaska
KFAR Fairbanks, Alaska
Foreign Language Quality Network

Canadian Stations

CFAB Windsor, N. S.
CFAR Flin Flon, Man.
CFCN Calgary, Alta.
CFJR Brockville, Ont.
CFOS Owen Sound, Ont.
CFQC Saskatoon, Sask.
CFRB Toronto, Ont.
CFRN Edmonton, Alta.
CHLN Three Rivers, Que.
CHLT Sherbrooke, Que.
CKTS Sherbrooke, Que.
CHML Hamilton, Ont.
CHNC New Carlisle, Que.
CHNO Sudbury, Ont.
CHOV Pembroke, Ont.
CHRC Quebec, P. Q.
CHSJ Saint John, N. B.
CJAD Montreal, Que.
CJBQ Belleville, Ont.
CJBR Rimouski, Que.
CJCH Halifax, N. S.
CJEM Edmundston, N. B.
CJFP Riviere de Loup, Que.
CJFX Antigonish, N. S.
CJGX Yorkton, Sask.
CJOB Winnipeg, Man.
CJOR Vancouver, B. C.
CKAC Montreal, Que.
CKCR Kitchener, Ont.
CKCW Moncton, N. B.
CKDM Dauphin, Man.
CKLD Thetford Mines, Que.
CKLN Nelson, B. C.
CKLW Windsor, Ont.
CKNX Wingham, Ont.
CKPR Fort William, Ont.
CKRD Red Deer, Alta.
CKRM Regina, Sask.
CKRS Jonquiere, Que.
CKX Brandon, Man.

Directory of
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Represents:

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CKLB Oshawa, Ont.
CFPA Port Arthur, Ont.
CJIC Sault Ste. Marie, Ont.
CHUM Toronto
CKNX Wingham, Ont.
CHLP Montreal
CKEN Kentville, N. S.
CFAB Windsor, N. S.
CFBC Saint John, N. B.
CJNT Quebec

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Montreal—Dominion Square Bldg. University 6-9868. Mgr.: Burt Hall.
Winnipeg—Galt Bldg. Tel.: 926-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Taylor, Pearson & Carson Bldg. Tel.: Mgr.: H. R. Carson.
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Represents:

CJVI Victoria, B. C.
CKWX Vancouver, B. C.
CHWK Chilliwack, B. C.
CKPG Prince George, B. C.
CFJC Kamloops, B. C.
CKOV Kelowna, B. C.
CJAT Trail, B. C.
CFGP Grand Prairie, Alta.
CJCA Edmonton, Alta.
CFAC Calgary, Alta.
CJOC Lethbridge, Alta.
CHAT Medicine Hat, Alta.
CKBI Prince Albert, Sask.
CKCK Regina, Sask.
CKRC Winnipeg, Man.
CFPL London, Ont.
CKSO Sudbury, Ont.
CKOC Hamilton, Ont.
CFRB Toronto
CJCS Stratford, Ont.
CFRA Ottawa
CFCF Montreal
CKNB Campbellton, N. B.
CFNB Fredericton, N. B.
CFCY Charlottetown, P. E. I.
CJLS Yarmouth, N. S.
CHNS Halifax, N. S.
CJCB Sydney, N. S.
CKLW Windsor, Ont.

ASSOCIATED BROADCASTING CO. LTD.

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Toronto—1139 Bay St. Tel.: Princess 1111. Mgr.: M. Raymond. Radio Dir.: Gordon Allen.

(General Canadian station representation non-exclusive.)

CANADIAN BROADCASTING CORP.

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Montreal—Radio Canada Bldg. Tel.: Plateau 5111. Commercial Mgr.—French Network: M. Valiquette.

Represents CBC-owned stations:

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CBG Gander, Nfld.
CBT Grand Falls, Nfld.
CBY Corner Brook, Nfld
CBI Sydney, N. S
CBH Halifax, N. S.
CBA Sackville, N. B.
CBJ Chicoutimi, Que.
CBV Quebec, Que.
CBM Montreal, Que.
CBF Montreal, Que.
CBO Ottawa, Ont.
CBL Toronto, Ont.
CJBC Toronto, Ont.
CBW Manitoba
CBK Watrous, Sask.
CBX Alberta
CBR Vancouver, B. C.
CFPR (leased) Prince Rupert, B. C.
CBE Windsor, Ont.

(Continued on page 40)

George P. Hollingbery Co.

RADIO STATION REPRESENTATIVES

... REPRESENTING TOP STATIONS IN AMERICA'S LEADING MARKETS

★ For prompt, intelligent attention to your sales problems, call any one of the following Hollingbery offices:

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SAN FRANCISCO 4
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ATLANTA 3
223 Peachtree St.
Cypress 1489

CANADIAN STATION RESPRESENTATIVES

(Continued from page 39)

JOS. A. HARDY & CO. LTD.

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Toronto—11 Jordon St. Tel.: WA-2438.

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CKTS Sherbrooke, Que.
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CKLD Thetford Mines, Que.
CKVM Ville-Marie, Que.

Trans-Quebec Radio Group

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Represents:

CKFI Fort Frances, Ont.
CFPA Port Arthur, Ont.
CHOK Sarnia, Ont.
CJAD Montreal, Que.
CHAD Amos, Que.
CKRN Rouyn, Que.
CKVD Val D'or, Que.
CHGB Ste. Anne de la Pocatiere
CHUB Nanaimo, B. C.
CHEF Granb, Que.
CKCV Quebec City, Que.
CJSO Sorel, Que.
CFAB Windsor, N. S.
CHML Hamilton, Ont.
CJCH Halifax, N. S.
CKOK Penticton, B. C.
CHVC Niagara Falls, Ont.
CKSB St. Boniface, Man.
CKNX Wingham, Ont.

(Also see Radio Representatives Ltd. list)

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Represents:

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CHOK Sarnia, Ont.
CKTB St. Catherines, Ont.
CKBB Barrie, Ont.

Pepys

COMMENTS

Do, from day to day, meet various waggish souls who comment that the phrase which we do proudly display—"A Stovin Station is a Proven Station" does not jingle in its syllables! To such we do reply that it is no jingle, it is a Guarantee that the value of every Stovin Station is fully proven by its listener-loyalty, its services to its community, its planned programming and merchandising services. And these will gladly be applied to *your* sales problems if you will consult any of our four offices.

"A STOVIN STATION
IS
A PROVEN STATION"

Representative for these live Radio Stations

CJOR	Vancouver
CFPR	Prince Rupert
CKLN	Nelson
CJGX	Yorkton
CHAB	Moose Jaw
CJNB	North Battleford
CKOM	Saskatoon
CFAR	Flin Flon
CKY	Winnipeg
CJRL	Kenora
CJBC	Toronto
CFOR	Orillia
CFOS	Owen Sound
CHOV	Pembroke
CJBQ	Belleville
CFJR	Brockville
CKSF	Cornwall
CJBR	Rimouski
CJEM	Edmundston
CKCW	Moncton
CHSJ	Saint John
VOCM	Newfoundland

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

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Montreal—106 Medical Arts Bldg. Tel.: Fitzroy 2439. V.P.-Mgr.: E. F. Kavanagh.

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CJKL Kirkland Lake, Ont.
CKWS Kingston, Ont.
CHEX Peterborough, Ont.
CKOY Ottawa, Ont.
CKEY Toronto (Montreal only)
CHUB Nanaimo, B. C.
CJAV Port Alberni, B. C.
CJFX Antigonish
CHML Hamilton
CKXL Calgary, Alta.
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CJRW Summerside, P.E.I.
CKRD Red Deer, Alta.
CKPR Fort William, Ont.
CJOB Winnipeg, Man.
CJDC Dawson Creek, B. C.
CJIB Vernon, B. C.
CKFH Toronto, Ont.
CKDM Dauphin, Man.
CKRM Regina, Sask.
CKX Brandon, Man.
CHLO St. Thomas, Ont.
CJOY Guelph, Ont.
CKBW Bridgewater, N. S.
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Represents:

CJAD Montreal

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CJAD Montreal
CJCH Halifax

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CHGB Ste. Anne de la Pocatiere, Que.
CJFP Riviere du Loup, Que.
CKSM Shaminigan Falls, Que.
CKCR Kitchener, Ont.
CKCL Truro, N. S.
CKAC Montreal, Que.
CHNO Sudbury, Ont.
CKOX Woodstock, Ont.
CKMO Vancouver, B. C.
CKMR Newcastle, N. B.
CKRN Rouyn, Que.
CKVD Val D'Or, Que.
CHAD Amos, Que.
CKCV Quebec, Que.
CKLS La Sarre, Que.
CKSB St. Boniface, Man.
CHFA Edmonton, Alta.
CHRL Roberval, Que.

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Montreal—Keefer Bldg. Tel.: University 6-6291. Mgr.: F. C. Murray.

Winnipeg—Childs Bldg. Mgr.: J. A. Whitehouse.

Vancouver—846 Howe St. Tel.: Marine 6464. Mgr.: J. W. Stovin.

Represents:

CJOR Vancouver, B. C.
CFPR Prince Rupert, B. C.
CKLN Nelson, B. C.
CJGX Yorkton, Sask.
CHAB Moose Jaw, Sask.
CJNB North Battleford, Sask.
CKOM Saskatoon, Sask.
CFAR Flin Flon, Man.
CKY Winnipeg, Man.
CJRL Kenora, Ont.
CJBC Toronto, Ont.
CFOR Orillia, Ont.
CFOS Owen Sound, Ont.
CHOV Pembroke, Ont.
CJBQ Belleville, Ont.
CFJR Brockville, Ont.
CKSF Cornwall, Ont.
CJBR Rimouski, P. Q.
CJEM Edmundston, N. B.
CKCW Moncton, N. B.
CHSJ Saint John, N. B.
VOCM Newfoundland (St. John's)
CKPR Fort William*

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* Winnipeg only.

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(Stations represented not reported.)

Station Managers— nation-wide—convert "Dead-Time" to Dollars . . . with

GEORGE R. TURPIN
General Manager

GEORGE R. TURPIN

Regional Promotion Campaigns

Regardless of the size of your market, the power of your station, we have a money-making proposition you'll like. Our staff of trained sales personnel does *all* the work—write, produce and sell packaged sales campaigns in your market. For the complete story and a tape of an actual revenue-producing show, write or wire. A Turpin campaign is like having a 13th month on the books. Just ask the stations below . . .

BILLIE STROUD
Associate Manager

JOHN R. WEBER
Associate Manager

PERRY E. HILLEARY
Associate Manager

"The campaign which you concluded on March 15, 1951 was exceedingly gratifying . . . the volume of business which you turned in was almost double the amount you sold about six months ago."

SOC VRATIS — KOLE — Port Arthur, Texas
General Manager — LBS — 250 watts

". . . your campaigns cause us a minimum of adjustments and additional services. Thank you for a most cooperative attitude extended to our organization while working with KNEW."

C. E. RODELL — KNEW — Spokane, Washington
Manager — MBS — 5000 watts

"You and your people certainly should be congratulated for the first-rate job you did for KGEM, Boise . . . your gross sales of more than $10,000 I think is some kind of record."

MILO J. PETERSON — KGEM — Boise, Idaho
General Manager — ABC — 10,000 watts

"The whole campaign has proved both profitable and very satisfactory programwise. When you are ready for another outstanding promotion, just let us know."

DEWAIN SILVESTER — KVMV — Twin Falls, Idaho
General Manager — CBS — 250 watts

". . . recommend George R. Turpin and Associates as an exceptionally efficient sales organization."

WILLIAM J. WAGNER — KFQD—KFRB—KINY—KTKN—KIBH—KIFW—
President — all in Alaska

". . . enjoyed working with George R. Turpin and his organization and would like to have them back soon."

R. K. FADEL — KUTA — Salt Lake City, Utah
Station Manager — ABC — 5000 watts

". . . we are in the fourth week of the campaign and I have no hesitation in saying that the mechanics of your promotion as well as the volume in revenue have been entirely satisfactory."

C. W. LOWDER — KLO — Ogden, Utah
Manager — MBS — 5000 watts

"We are completely sold on George R. Turpin and Associates . . . certainly hope that they will return to this market . . . for another campaign."

JOSEPH W. CARSON — WMOX — Meridian, Mississippi
Manager — MBS — 250 watts

"I was somewhat skeptical as to whether you would attain the $4000 in sales you estimated might be possible . . . imagine how pleased we are that you have gone over $8000 in one month."

TOM WALLACE — KTKT — Tucson, Arizona
Owner — LBS — 250 watts

GEORGE R. TURPIN

and Associates

P.O. BOX 802
FORT WORTH 1, TEXAS

"America's Foremost Promotional Sales Campaigns"

AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES

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For Executives of Television Division, see Telecasting Yearbook

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John Preston, *Chief Allocations Engineer*
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James A. Stabile, *Attorney*

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Paul Scheffels, *Assistant to Vice President*

Program

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Paul Whiteman, *Vice President in charge of Music*
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George Sax, *Supervisor of Program Production Control Unit*
Raymond Diaz, *National Director of Program Operations & Program Director of WJZ*
Mortimer Weinbach, *Manager of Program Department*
Clayton Shields, *Program Budget & Office Manager*
Helen Hedeman, *Supervisor of Casting*
Anne Kelly, *Announcing Office Manager*
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Frank Vagnoni, *Manager of Music Division*

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Ruth Crawford, *Librarian*
Mitchell DeGroot, *Manager of Advertising & Promotion*
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Ellen Heagerty, *Supervisor of Audience Information*
Grace Johnsen, *Director of Continuity Acceptance*
Ruth Trexler, *Manager of Religious & Educational Activities*
Oliver Treyz, *Director of Research & Sales Development* -

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William Wylie, *Director of Radio Stations Department*
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Warren Jennings, *Manager of Spot Sales*
Frank Atkinson, *Manager of Co-operative Program Sales*
Patricia Foot, *Local & Spot Sales Service Manager*

WASHINGTON, D. C.
1703 K Street

Robert H. Hinckley, *Vice President*

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WENR-AM
20 North Wacker Drive
Chicago 6, Illinois

John H. Norton, *Vice President*
Robert L. Anderson, *Research Supervisor*
Kenneth Christiansen, *Manager of Traffic & Communications*
Francis J. Coveney, *Auditor*
Wilbur Cummings, *Radio Engineering Operations Supervisor*
Francis Dixon, *Program Booking & Operations Supervisor*
Walter L. Emerson, *Legal Counsel*
Elliott Henry Jr., *Publicity Manager*
E. C. Horstman, *Engineering Manager*
Lowell E. Jackson, *Manager of Radio Sales*
Burr E. Lee, *Radio Production Manager*
Dean Linger, *Manager of Sales Promotion*
Edward J. Lynch Jr., *Radio National Spot & Local Sales Manager*
Francis McNulty, *Music Rights Supervisor*
John J. Manley, *Manager of Office & Studio Services*
Cornelius O'Dea, *News Supervisor*
Patric Rastall, *Sales Service Manager*
Robert M. Savage, *Continuity Supervisor*
Edward G. Smith, *Director of Radio Network for Central Division*
Richard M. Woollen, *Radio Program Manager*

WESTERN DIVISION

Hollywood

KECA-AM
ABC Television Center
Hollywood 27, California

William Phillipson, *Director of Western Division*
J. Clifford Anderson, *Program Business Manager-Radio*
Amos Baron, *Manager of KECA*
Dorothy Brown, *Continuity Acceptance Editor, Western Division*
Philip G. Caldwell, *Western Division Manager of Technical Operations*
Byington Colvig, *KECA Continuity Acceptance Editor*
Francis Conrad, *Director of Radio, Western Division*
Dresser M. Dahlstead, *Program Manager, Western Division*
Henry Daugherty, *General Traffic Supervisor*
R. G. Denechaud, *Radio Engineering Operations Supervisor*
Ernest Felix, *Assistant Treasurer*
Paul Gates, *Evening Program Manager*
John S. Hansen, *Sales Promotion Manager*
Edward B. Hullinger, *Manager, Stations Relations, Western Division*
Francis D. La Tourette, *Western Division News Editor*
Adolph Lefler, *Sales Service Manager*
Victor Rowland, *Manager Hollywood Publicity Department*
Florence Shiro, *Personnel Director*
John Wagner, *Controller, Western Division*
Harry Walstrum, *Program Manager KECA*

SAN FRANCISCO

KGO-AM
155 Montgomery St.
San Francisco 2, California

Gayle Grubb, *Vice President—KGO*
A. E. Evans, *Engineering Manager*
Gordon Grannis, *Promotion & Publicity Manager*
Muriel Jocz, *Radio Sales Service Manager*
Alan Johnstone, *Radio Sales Manager*
Edith Kirby, *Traffic Manager*
Keith Kerby, *Radio Program Manager*
Dexter Nichols, *Continuity Acceptance Editor*
Victor Reed, *News Editor*

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Harold V. Hough, WBAP Fort Worth, District 5
Frank C. Carman, KUTA Salt Lake City, District 6
J. Archie Morton, KJR Seattle, District 7
James W. Hicks, WCOS Columbia, S. C., District 8

XUM

Air-Wick

American Bakeries

American Chicle

Bristol-Myers

Burton-Dixie

Camels

Carter Products

Club Aluminum

Dr. Billy Graham

Dulany Food

Equitable Life Assurance

Free Methodist Church

General Foods

General Mills

General Motors

Gillette

Goodyear Tire & Rubber

Gospel Broadcasting

H. J. Heinz

Institute of Religious Science

Kellogg

Lever Bros.

Old Gold

Philco

Philip Morris

Prudential Insurance

Ralston-Purina

Serutan

Sterling Drug

Stokely-Van Camp

Swift

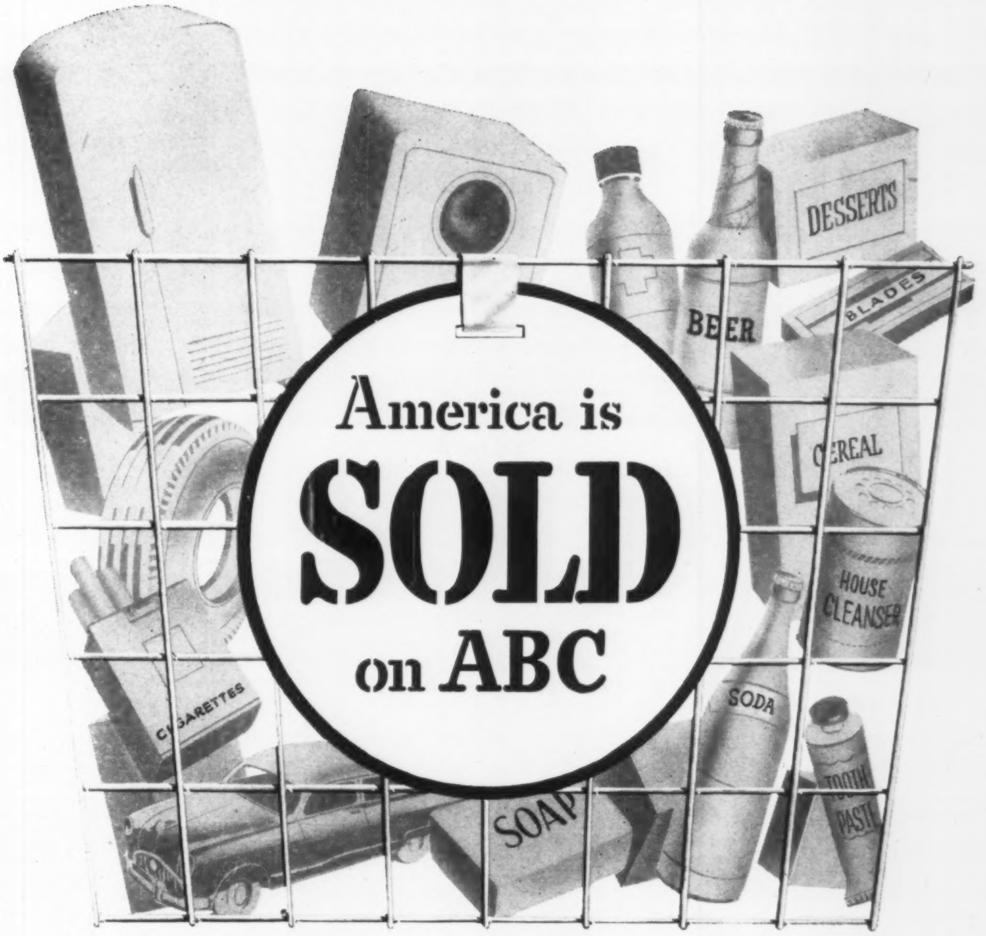
Sylvania

The Christian Science Monitor

The Texas Company

The Voice of Prophecy

Warner-Hudnut



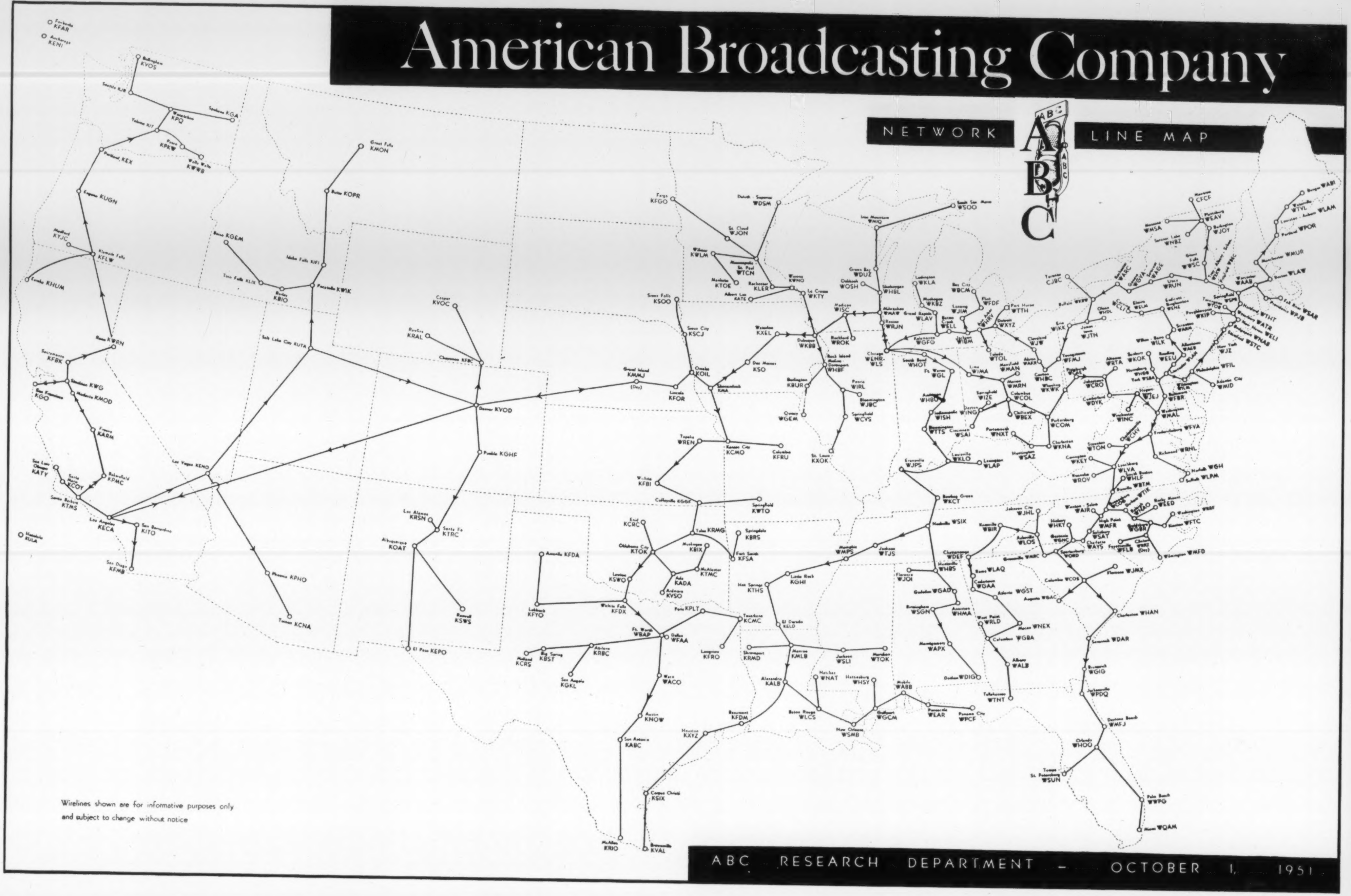
ABC Radio delivers the goods. A network is known by the company it keeps . . . and today ABC Radio serves most of the leading names in American industry. We hope to continue serving them in 1952 . . . offering even greater audiences, greater efficiency, economy, and flexibility. To serve America through serving them has been — and always will be — our single aim.

ABC RADIO

American Broadcasting Company

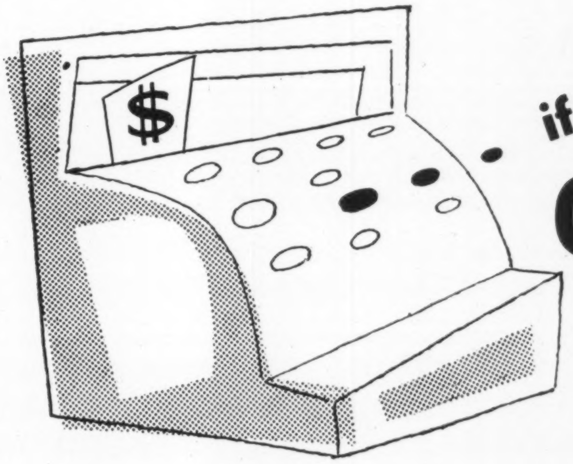
American Broadcasting Company

NETWORK LINE MAP


Fairbanks KFAR
Anchorage KENI
Bellingham KVOS
Seattle KJR
Spokane KGA
Wenatchee KPQ
Tacoma KIT
Pasco KPKW
Walla Walla KWWB
Portland KEX
Eugene KUGN
Medford KYJC
Klamath Falls KFLW
Eureka KHUM
Reno KWRN
Sacramento KFBK
Stockton KWG
San Francisco KGO
Modesto KMOD
Fresno KARM
Bakersfield KPMC
San Luis Obispo KATY
Santa Maria KCOY
Santa Barbara KTMS
Los Angeles KECA
San Bernardino KITO
San Diego KFMB
Honolulu KULA
Great Falls KMON
Butte KOPR
Boise KGEM
Idaho Falls KIFI
Twin Falls KLIX
Burley KBIO
Pocatello KWIK
Salt Lake City KUTA
Las Vegas KENO
Phoenix KPHO
Tucson KCNA
Casper KVOC
Rawlins KRAL
Cheyenne KFBC
Denver KVOD
Pueblo KGHF
Los Alamos KRSN
Santa Fe KTRC
Albuquerque KOAT
Roswell KSWS
El Paso KEPO
Grand Island KMMJ
(Day)
Fargo KFGO
Duluth - Superior WDSM
St. Cloud WJON
Willmar KWLM
Minneapolis - St. Paul WTCN
Mankato KTOE
Rochester KLER
Albert Lea KATE
Winona KWNO
La Crosse WKTY
Sioux Falls KSOO
Sioux City KSCJ
Omaha KOIL
Lincoln KFOR
Waterloo KXEL
Des Moines KSO
Shenandoah KMA
Dubuque WKBB
Rock Island - Moline - Davenport WHBF
Burlington KBUR
Quincy WGEM
Peoria WIRL
Bloomington WJBC
Springfield WCVS
St. Louis KXOK
Kansas City KCMO
Columbia KFRU
Springfield KWTO
Topeka WREN
Wichita KFBI
Coffeyville KGGF
Tulsa KRMG
Springdale KBRS
Fort Smith KFSA
Enid KCRC
Oklahoma City KTOK
Muskogee KBIX
McAlester KTMC
Ada KADA
Ardmore KVSO
Lawton KSWO
Amarillo KFDA
Lubbock KFYO
Wichita Falls KFDX
Paris KPLT
Texarkana KCMC
Ft. Worth WBAP
Dallas WFAA
Longview KFRO
Midland KCRS
Big Spring KBST
Abilene KRBC
San Angelo KGKL
Waco WACO
Austin KNOW
San Antonio KABC
Houston KXYZ
Beaumont KFDM
Corpus Christi KSIX
McAllen KRIO
Brownsville KVAL
Hot Springs KTHS
Little Rock KGHI
El Dorado KELD
Shreveport KRMD
Monroe KMLB
Alexandria KALB
Natchez WNAT
Jackson WSLI
Meridian WTOK
Hattiesburg WHSY
Baton Rouge WLCS
New Orleans WSMB
Gulfport WGCM
Mobile WABB
Pensacola WEAR
Panama City WPCF
Memphis WMPS
Jackson WTJS
Nashville WSIX
Bowling Green WKCT
Evansville WJPS
Louisville WKLO
Lexington WLAP
Iron Mountain WMIQ
Sault Ste. Marie WSOO
Green Bay WDUZ
Oshkosh WOSH
Sheboygan WHBL
Madison WISC
Milwaukee WMAW
Racine WRJN
Rockford WROK
Chicago WENR-WLS
South Bend WHOT
Ft. Wayne WGL
Anderson WHBU
Indianapolis WISH
Bloomington WTTS
Ludington WKLA
Muskegon WKBZ
Grand Rapids WLAV
Kalamazoo WGFG
Battle Creek WELL
Jackson WIBM
Bay City WBCM
Flint WFDF
Lansing WJIM
Ann Arbor WHRV
Detroit WXYZ
Port Huron WTTH
Toledo WTOL
Lima WIMA
Mansfield WMAN
Marion WMRN
Columbus WCOL
Springfield WIZE
Dayton WING
Cincinnati WSAI
Chillicothe WBEX
Portsmouth WNXT
Huntington WSAZ
Charleston WKNA
Parkersburg WCOM
Cleveland WJW
Akron WAKR
Canton WHBC
Youngstown WFMJ
Wheeling WKWK
Pittsburgh WCAE
Johnstown WCRO
Altoona WRTA
Erie WIKK
Jamestown WJTN
Buffalo WKBW
Toronto CJBC
Olean WHDL
Corning WCLI
Elmira WELM
Endicott - Binghamton WENE
Rochester WARC
Geneva WGVA
Syracuse WAGE
Utica WRUN
Glens Falls WWSC
Troy - Albany - Schenectady WXKW
Pittsfield WBEC
Massena WMSA
Saranac Lake WNBZ
Montreal CFCF
Plattsburg WEAV
Burlington WJOY
Bangor WABI
Waterville WTVL
Lewiston - Auburn WLAM
Portland WPOR
Manchester WMUR
Worcester WAAB
Boston WLAW
Fall River WSAR
Providence WPJB
Springfield WSPR
Torrington WTOR
Hartford WTHT
Waterbury WATR
New Haven WELI
Bridgeport WNAB
Stamford WSTC
Poughkeepsie WKIP
New York WJZ
Philadelphia WFIL
Atlantic City WMID
Wilmington WILM
Scranton WARM
Wilkes - Barre WILK
Allentown WAEB
Reading WEEU
Lancaster WLAN
Sunbury WKOK
Harrisburg WHGB
York WSBA
Hagerstown WJEJ
Cumberland WDYK
Baltimore WFBR
Washington WMAL
Winchester WINC
Charlottesville WCHV
Fredericksburg WFVA
Richmond WRNL
Staunton WTON
Covington WKEY
Roanoke WROV
Lynchburg WLVA
South Boston WHLF
Danville WBTM
Norfolk WGH
Suffolk WLPM
Greensboro WCOG
Durham WTIK
Raleigh WNAO
Rocky Mount WEED
Washington WRRF
Kinston WFTC
Goldsboro WGBR
Clinton WRRZ
(Day)
Fayetteville WFLB
Wilmington WMFD
Winston - Salem WAIR
High Point WMFR
Salisbury WSAT
Hickory WHKY
Gastonia WGNC
Charlotte WAYS
Johnson City WJHL
Knoxville WBIR
Asheville WLOS
Greenville WMRC
Spartanburg WORD
Chattanooga WDEF
Huntsville WHBS
Florence WJOI
Rome WLAQ
Cedartown WGAA
Gadsden WGAD
Anniston WHMA
Birmingham WSGN
Atlanta WGST
Augusta WGAC
Columbia WCOS
Florence WJMX
Charleston WHAN
West Point WRLD
Macon WNEX
Columbus WGBA
Montgomery WAPX
Dothan WDIG
Albany WALB
Tallahassee WTNT
Savannah WDAR
Brunswick WGIG
Jacksonville WPDQ
Daytona Beach WMFJ
Orlando WHOO
Tampa - St. Petersburg WSUN
Palm Beach WWPG
Miami WQAM

Wirelines shown are for informative purposes only and subject to change without notice

ABC RESEARCH DEPARTMENT – OCTOBER 1, 1951



. . . if you want

Cash Register Results

then you need

WKBW

BEST BUY in the BUFFALO MARKET

- **IF you want to sell merchandise in the rich Buffalo and 7-county Western New York market, WKBW should be your first choice . . .**

first in

POWER WKBW is 10 times more powerful than any other Buffalo station.

COVERAGE WKBW serves the rich seven-county Western New York market in which live 1,316,834 people, who work for and spend hundreds of millions of dollars a year, practically under the WKBW transmitter towers.

PROGRAMS WKBW's strong line-up of local and basic ABC programs is tailored for the listener and the sponsor.

MERCHANDISING WKBW maintains an alert merchandising department that — day in and day out — promotes the station, its programs, its advertisers and its advertisers' products.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW
BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President and Manager

According to
the Nielsen Radio Index
(the only nation-wide
measurement of radio listening
subscribed to by
all networks)...

More people listen–

to CBS Radio than

This has been going on

January 1949. CBS Radio

captures more than

of all network

XUM

and listen longer–

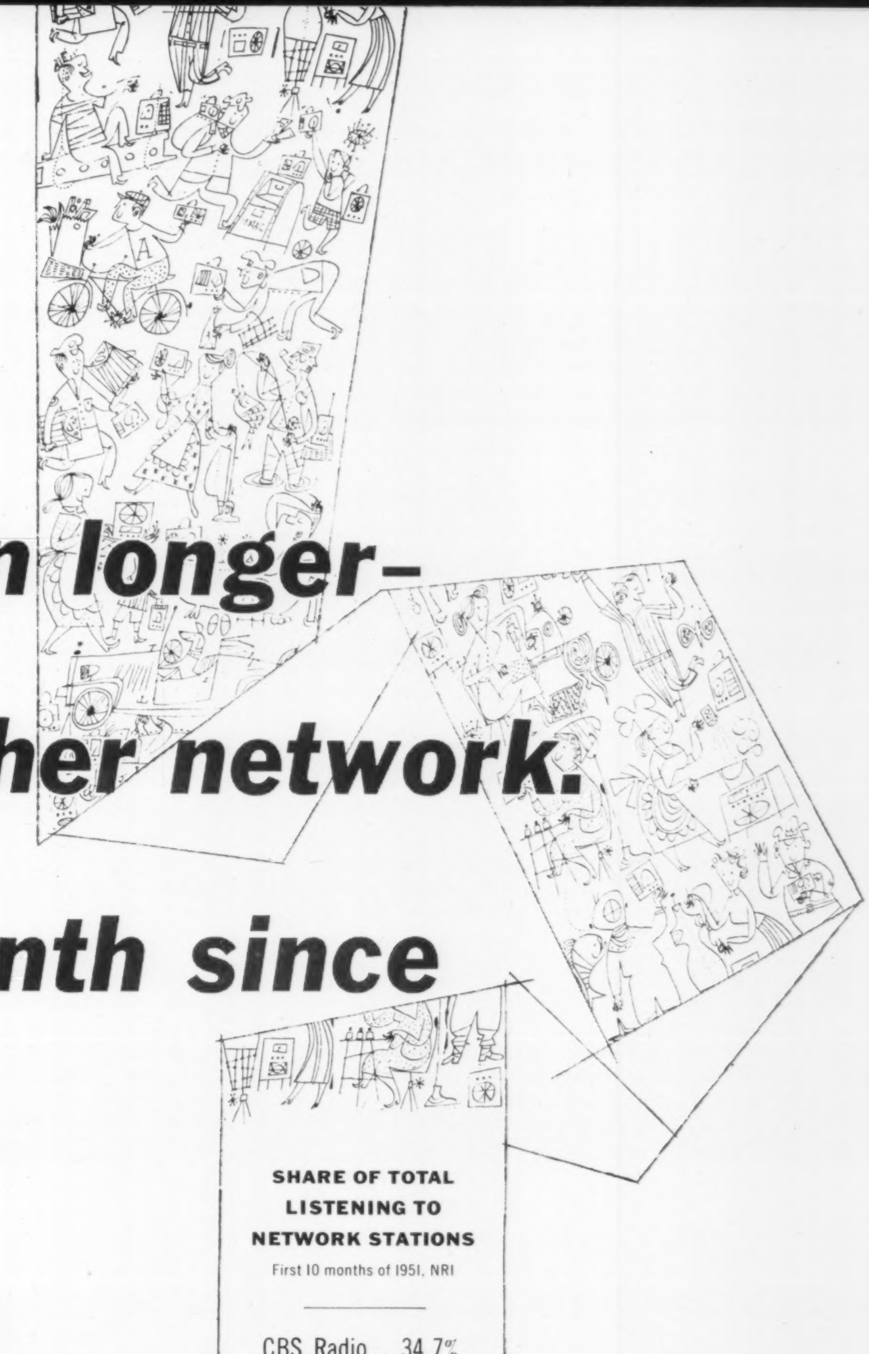
to any other network.

every month since

regularly

one-third

listening.



SHARE OF TOTAL LISTENING TO NETWORK STATIONS

First 10 months of 1951, NRI

CBS Radio	34.7%
Network B	30.1%
Network C	18.1%
Network D	17.1%

XUM

COLUMBIA BROADCASTING SYSTEM, RADIO DIVISION

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 5-2000

For executives of parent company, Columbia Broadcasting System Inc., see page 448. For executives Television Division, see Telecasting Yearbook.

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James M. Seward, *Administrative Vice President*
J. Kelly Smith, *Administrative Vice President*
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Charles L. Glett, *Vice President in Charge of Network Services, Hollywood*
Lester Gottlieb, *Vice President in Charge of Network Programs*
John J. Karol, *Vice President in Charge of Network Sales*
William B. Lodge, *Vice President in Charge of Engineering*
Herbert V. Akerberg, *Vice President in Charge of Station Relations*
H. Leslie Atlass, *Vice President in Charge of Central Division*
Arthur Hull Hayes, *Vice President in Charge of San Francisco Office*

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Budget

Tom Rollinson, *Director*

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W. C. Harrington, *Manager, Music Copyright Division*

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H. A. Chinn, *Chief Audio Engineer*
J. W. Wright, *Chief Radio Engineer*

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Chicago Office, 410 Michigan Avenue

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Roger K. Huston, *Assistant Manager*

Detroit Office, Fisher Bldg.

Joseph Spadea, *Manager*

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James Sirmons, *Manager of Operations*
J. Dunham Gilbert, *Manager, Technical Operations and Chief Engineer, WCBS*
Hugh Cowham, *Traffic Manager*
Julius Mattfeld, *Director of Music Library*
Lucile Singleton, *Manager of Record and Script Library*

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Wells Church, *News Editor-in-Chief*
Stuart Novins, *Associate Director, Public Affairs*
Helen J. Sioussat, *Director of Talks*
Red Barber, *Counsellor on Sports*
John Derr, *Director of Sports*
George Crothers, *Director of Religious Broadcasts*
Theodore Koop, *Associate Director of News and Public Affairs, Washington*
Lewis Shollenberger, *Director of Special Events, Washington*

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George Crandall, *Director of Press Information*
Sidney Garfield, *Director of Exploitation*
Edward Reynolds, *Manager, Press Information*
Irving Fein, *Director of Publicity and Exploitation, Hollywood*
Harry J. Feeney, *Assistant to the Director and Trade News Editor*
Michael Boscia, *Executive Assistant*
Anne Harding, *Manager, Service Division*
Ethel Kirsner, *Contact Editor*
Walter Murphy, *Manager, Magazine Division*

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Harper Carraine, *Director of Research*
Edward Reeve, *Sales and Promotion Research Manager*

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Charles Oppenheim, *Director, Program and Trade Promotion*
Thomas Means, *Director, Promotion Service, CBS-Owned Stations*
Edward Kaylin, *Director, Network Sales Presentations*
Robert Elliott, *Director, Network Copy*
Louis Dorfsman, *Director, Art Division*
Irving Miller, *Director, Art Service, CBS-Owned Station Promotion*
Joseph Tole, *Production Manager*

Station Administration

Carl J. Burkland, *Director of Station Administration*

Station Relations

Herbert V. Akerberg, *Vice President in Charge of Station Relations*
William A. Schudt, Jr., *National Director*
Edward DeGray, *Station Relations Representative*
Edward Scovill, *Station Relations Representative*
Ole Morby, *Western Division Manager, Columbia Square, Los Angeles 28*

CBS, INC., BROADCAST SERVICE DEPARTMENTS

Building Operations and Ticket Division

James Swenson, *Manager of Building Operations*
Jack Page, *Assistant Manager of Building Operations*
Laurette Banks, *Supervisor of Ticket Division*

General Purchasing

John E. Forsander, *Director of Purchases*
Edward Drewes, *Purchasing Agent*

Mail, File, Mimeo and Transportation

A. H. Bryant, *Manager*
Harriet Hess, *Supervisor of Program Typing*
Emily Schiener, *Supervisor of Ediphone*

Personnel Relations

Robert Kalaidjian, *Director*
Dr. Jack Nelson, *Director of Medical Office*
Charles Burt, *Personnel Administrator*
John Anderson, *Labor Research Manager*
Richard Stanley, *Employment Manager*

Photographic

Walter I. Siegal, *Manager*

Reference

William C. Ackerman, *Director*
May Dowell, *Manager, General Information Division*
Agnes Law, *Librarian*

HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood, Jr., *General Sales Manager and General Manager, HPL Program Services, Inc.*

CBS-OWNED STATIONS

WCBS and WCBS-FM, 485 Madison Avenue, New York 22

Carl Ward, *General Manager*
Don Miller, *Sales Manager*
Sam Slate, *Program Manager*
Don Foley, *Promotion Manager*

KCBS and KCBS-FM, Palace Hotel, San Francisco 5

Arthur Hull Hayes, *Vice President in Charge San Francisco Office, General Manager of KCBS and KCBS-FM*
Jules Dundes, *Sales Manager*
Fred Ruegg, *Program Manager*
Howard Gossage, *Promotion Manager*

KMOX, 401 S. Twelfth Boulevard, St. Louis 2

John Akerman, *General Manager*
P. S. Anderson, *Sales Manager*
Mark Russell, *Program Manager*
C. W. Doebler, *Promotion Manager*

KNX and KNX-FM and Columbia Pacific Network 6121 Sunset Boulevard, Los Angeles 28

William Shaw, *General Manager*
E. W. Buckalew, *Assistant General Manager and Sales Manager*
George W. Allen, *Program Manager*
Sherril Taylor, *Promotion Manager*

WBBM and WBBM-FM, 410 N. Michigan Avenue, Chicago 11

H. Leslie Atlass, *Vice President in Charge of Central Division, General Manager of WBBM*
E. H. Shomo, *Assistant General Manager and Sales Manager*
C. Gilman Johnston, *Assistant Sales Manager*
Thomas A. Bland, *Program Manager*
R. David Kimble, *Promotion Manager*

WCCO, 625 Second Avenue So., Minneapolis 2

Eugene B. Wilkey, *General Manager*
Roy W. Hall, *Sales Manager*
Robert Sutton, *Program Manager*
Charles Smith, *Promotion Manager*

WEEI and WEEI-FM, 182 Tremont Street, Boston 12

Harvey Struthers, *General Manager*
Emmett J. Heerdt, Jr., *Sales Manager*
Raymond Girardin, *Program Manager*
Charles Vaill, *Promotion Manager*

CBS RADIO SPOT SALES

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Henry Flynn, *Assistant General Sales Manager*
H. A. Carlborg, *Manager, Sales Development*
Richard Hess, *Research Manager*
Guy Cunningham, *Promotion Manager*

Chicago Office, 410 North Michigan Avenue

Gordon F. Hayes, *Western Sales Manager*

Memphis Office, 63 S. Main Street

H. H. Holtshouser, *Sales Manager*

Detroit Office, Fisher Bldg.

Ralph Patt, *Sales Manager*

Los Angeles Office, Columbia Square

Richard Elpers, *Sales Manager*

San Francisco Office, Palace Hotel

Hugh Stump, *Sales Manager*

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Arnold Schoen, WPRO, Providence, District No. 1
C. T. Lucy, WRVA, Richmond, Va., District No. 3
Glenn Marshall, Jr., WMBR, Jacksonville, Fla., District No. 4
Howard Sumerville, WWL, New Orleans, District No. 5
Richard Borel, WBNS, Columbus, Secretary of CAAB, representing District No. 6
Harry Burke, KFAB, Omaha, Neb., District No. 7
Clyde Rembert, KRLD, Dallas, District No. 8
Clyde Coombs, KROY, Sacramento, Calif., District No. 9

Today more than 8,000,000 people attend each performance.

Show night at the Belasco—in days gone by a treat for the favored few—is now a theatrical event that goes to hamlets and hearthsides from coast to coast. Thus by radio, the spell of the theatre is spread into homes remote from the lights of Broadway.

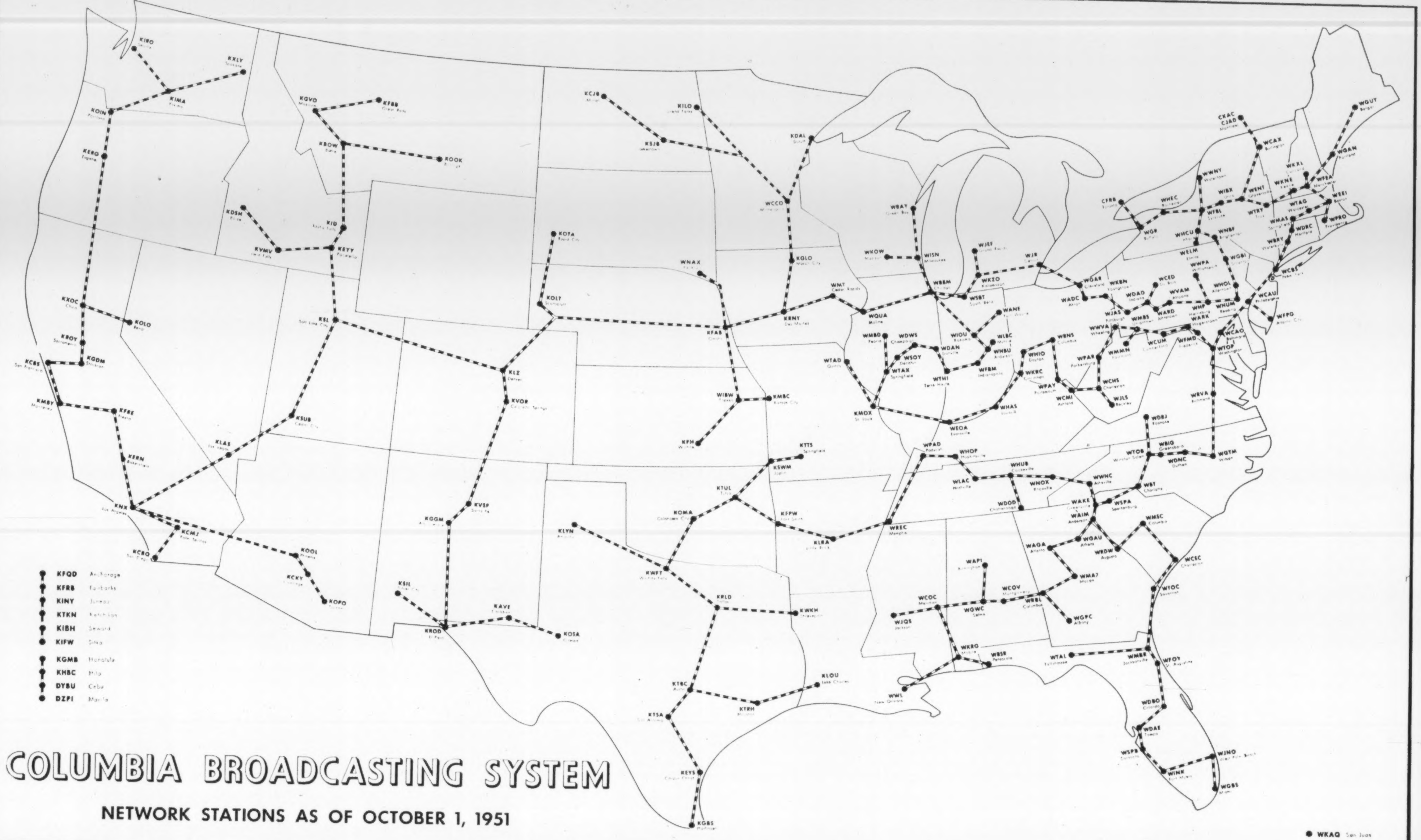
For seven years, United States Steel—through its full-hour program, *Theatre Guild on the Air*—has brought into America's homes the genius of the great actors and actresses of our time... in distinguished dramas of past and present. Coming up this season are such outstanding productions as *Oliver Twist, The Sea Wolf, A Square Peg, The Second Threshold, Dear Brutus* and *The Bishop Misbehaves.*

With such performances as these, the honored stage of the Belasco has become the scene of radio's most honored show—the U. S. Steel Hour.

Theatre Guild on the Air

U. S. STEEL HOUR

SUNDAY EVENINGS ON N.B.C. 8:30 P. M. (EST)


KFQD Anchorage
KFRB Fairbanks
KINY Juneau
KTKN Ketchikan
KIBH Seward
KIFW Sitka
KGMB Honolulu
KHBC Hilo
DYBU Cebu
DZPI Manila
WKAQ San Juan
KIRO
KXLY
KIMA
KOIN
KERG
KXOC
KOLO
KROY
KGDM
KCBS
KMBY
KFRE
KERN
KNX
KCMJ
KCBQ
KOOL
KCKY
KOPO
KQVO
KFBB
KBOW
KOOK
KDSH
KID
KVMV
KEYY
KSL
KLAS
KSUB
KLZ
KVOR
KOTA
KOLT
KGGM
KVSF
KSIL
KROD
KAVE
KOSA
KCJB
KSJB
KILO
KDAL
WCCO
KGLO
WNAX
KRNT
KFAB
WIBW
KMBC
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KTTS
KSWM
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KEYS
KGBS
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WJR
WMBD
WDWS
WSOY
WTAX
WTHI
WDAN
WIOU
WLBC
WHBU
WANE
WFBM
WTAD
KMOX
WEOA
WHAS
WKRC
WHIO
WBNS
WCMI
WPAY
WPAR
WCHS
WJLS
WWVA
WMMN
WGAR
WADC
WKBN
WJAS
WCED
WMBS
WARD
WVAM
WDAD
WFMD
WCUM
WPAD
WHOP
WHUB
WLAC
WNOX
WDOD
WREC
WAPI
WCOC
WJQS
WGWC
WCOV
WRBL
WKRG
WBSR
WWL
WGPC
WAGA
WMAZ
WGAU
WRDW
WAIM
WAKE
WSPA
WMSC
WBT
WWNC
WTOB
WBIG
WDNC
WDBJ
WRVA
WGTM
WTOP
WCAO
WCAU
WFPG
WHUM
WHP
WARK
WWPA
WHOL
WGBI
WELM
WHCU
WNBF
WGR
CFRB
WHEC
WFBL
WIBX
WWNY
CKAC
CJAD
WCAX
WENT
WTRY
WKNE
WKXL
WFEA
WGAN
WGUY
WEEI
WTAG
WMAS
WDRC
WPRO
WBRY
WCBS
WCSC
WTOC
WTAL
WMBR
WFOY
WDBO
WDAE
WSPB
WINK
WJNO
WGBS

COLUMBIA BROADCASTING SYSTEM

NETWORK STATIONS AS OF OCTOBER 1, 1951

KEYSTONE BROADCASTING SYSTEM, INC.

OFFICES

111 W. Washington Street
Chicago 2, Illinois
State 2-6303

580 Fifth Avenue
New York 19, New York
Plaza 7-1460

OFFICERS & DIRECTORS

111 West Washington St.
Chicago, Illinois

Sidney J. Wolf, *President (Director)*
Naylor Rogers, *Exec. Vice-President (Director)*
Joseph Bayer, *Vice-President (Director)*
Noel Rhys, *Vice-President*
Arthur Wolf, *Secretary-Treasurer (Director)*

NEW YORK

580 Fifth Avenue
PLaza 7-1460

Noel A. Rhys, *Vice-President and Eastern Sales Manager*
Eve Bannier, *Office Manager*
James A. Yergin, *Research Director*

CHICAGO

111 West Washington St.
STate 2-6303

Sidney J. Wolf, *President*
Naylor Rogers, *Exec. Vice-President*
Arthur Wolf, *Secretary-Treasurer*
Edwin R. Peterson, *Special Representative*
Blanche Stein, *Director of Station Relations*
Wyn Spangenberg, *Traffic Manager*
Bertha Vincent, *Accountant*

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network included 493 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length. Keystone makes its facilities available nationally or in selected groups. The list of stations affiliated with Keystone as of Jan. 1, 1952, is as follows:

ALABAMA—WRFS Alexander City; WCTA Andalusia; WJLD Bessemer; WEBJ Brewton; WARG Carrollton; WKLF Clanton; WKUL Cullman; WMSL Decatur; WXAL Demopolis; WOOF Dothan; WULA Eufaula; WWWF Fayette; WMFT Florence; WGWD Gadsden; WGYV Greenville; WGSV Guntersville; WBHP Huntsville; WPBB Jackson; WWWB Jasper; WJHO Opelika; WWWR Russellville; WFEB Sylacauga; WHTB Talladega; WTBF Troy; WTBC Tuscaloosa.

ARIZONA—KCLS Flagstaff.

ARKANSAS—KVRC Arkadelphia; KBTA Batesville; KAMD Camden; KCON Conway; KAGH Crossett; KDMS El Dorado; KGRH Fayetteville; KXJK Forrest City; KHOZ Harrison; KFFA Helena; KXAR Hope; KWFC Hot Springs; KBTM Jonesboro; KVMA Magnolia; KENA Mena; KOSE Osceola; KDRS Paragould; KOTN Pine Bluff; KPOC Pocahontas; KXRJ Russellville; KBRS Springdale; KWAK Stuttgart.

CALIFORNIA—KCVR Lodi; KMBY Monterey; KPRL Paso Robles; KVEC San Luis Obispo; KSMA Santa Maria; KVBC Ventura; KSPA Santa Paula.

COLORADO—KGIW Alamosa; KRLN Canon City; KRAI Craig; KFTM Fort Morgan; KBNZ La Junta; KLVC Leadville; KUBC Montrose; KVRH Salida; KGEK Sterling; KCRT Trinidad.

FLORIDA—WDHL Bradenton; WTAN Clearwater; WCNU Crestview; WBRD Ft. Lauderdale; WINK Ft. Myers; WGGG Gainesville; WJVB Jacksonville Beach; WKWF Key West; WLBE Leesburg; WNER Live Oak; WTMC Ocala; WDLP Panama City; WPLA Plant City; WTRR Sanford; WKXY Sarasota; WTNT Tallahassee.

GEORGIA—WGAU Athens; WBBQ Augusta; WMGR Bainbridge; WMOG Brunswick; WGRA Cairo; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WDWD Dawson; WMLT Dublin; WTJH East Point; WSGC Elberton; WFPM Fort Valley; WGGA Gainesville; WKEU Griffin; WBGR Jesup; WLAG La Grange; WMVG Milledgeville; WMGA Moultrie; WLAQ Rome; WWNS Statesboro; WAYX Waycross; WRLD West Point.

IDAHO—KBIO Burley; KIFI Idaho Falls; KRPL Moscow; KWIK Pocatello; KPST Preston; KSPT Sandpoint; KLIX Twin Falls; KWEI Weiser.

ILLINOIS—WBYS Canton; WROY Carmi; WEBQ Harrisburg; WJPF Herrin; WSMI Litchfield; WKAI Macomb; WVMC Mt. Carmel.

INDIANA—WBNL Boonville; WJCD Seymour-No. Vernon; WTCJ Tell City; WJCD Seymour.

IOWA—KJAN Atlantic; KCHA Charles City; KSIB Creston; KJFJ Webster City.

KANSAS—KARE Atchison; KGNO Dodge City; KTSW Emporia; KIUL Garden City; KAYS Hays; KIND Independence; KSEK Pittsburg.

KENTUCKY—WLBJ Bowling Green; WAIN Columbia; WCTT Corbin; WZIP Covington; WCPM Cumberland; WHIR Danville; WIEL Elizabethtown; WKAY Glasgow; WHLN Harlan; WSON Henderson; WHOP Hopkinsville; WKTM Mayfield; WMIK Middlesboro; WOMI Owensboro; WPKE Pikesville.

LOUISIANA—KTRY Bastrop; WIKC Bogalusa; WIHL Hammond; KWCJ Natchitoches; KSLO Opelousas; KRUS Ruston.

MAINE—WABM Houlton; WAGM Presque Isle.

MARYLAND—WASA Havre de Grace.

MICHIGAN—WATZ Alpena; WGRO Bay City; WATT Cadillac; WTVB Coldwater; WMRP Flint; WHDF Houghton; WIKB Iron River; WJMS Ironwood; WJPD Ishpeming; WKLA Ludington; WCEN Mt. Pleasant; WMBN Petoskey; WHLS Port Huron; WSTR Sturgis; WTCM Traverse City.

MINNESOTA—WKLK Cloquet; WEVE Eveleth; KBZY Grand Rapids; CKFI International Falls; WSHB Stillwater.

MISSISSIPPI—WGLC Centreville; WROX Clarksdale; WCJU Columbia; WCBI Columbus; WCMA Corinth; WJPR Greenville; WGRM Greenwood; WNAG Grenada; WGCM Gulfport; WFOR Hattiesburg; WKOZ Kosciusko; WAML Laurel; WAPF McComb; WMOX Meridian; WMIS Natchez; WHOC Philadelphia; WRJW Picayune; WSSO Starkville; WELO Tupelo; WQBC Vicksburg; WROB West Point; WAZF Yazoo City; WBIP Booneville.

MISSOURI—KDMO Carthage; KCRV Caruthersville; KCHI Chillicothe; KREI Farmington; KJCF Festus; KWOS Jefferson City; KMMO Marshall; KRMO Monett; KNEM Nevada; KWOC Poplar Bluff; KTTR Rolla; KSGM Ste. Genevieve; KDRO Sedalia; KWPM West Plains; KICK Springfield.

MONTANA—KBMY Billings; KOJM Havre; KXLO Lewistown; KPRK Livingston; KRJF Miles City; KIYI Shelby; KGCX Sidney.

NEBRASKA—KCNI Broken Bow; KJSK Columbus; KHAS Hastings; KGFW Kearney; KBRL McCook; KODY North Platte.

NEVADA—KRAM Las Vegas; KATO Reno.

NEW HAMPSHIRE—WMOU Berlin; WLNH Laconia.

NEW JERSEY—WSNJ Bridgeton.

NEW MEXICO—KSVP Artesia; KVBC Farmington; KGAK Gallup; KWEW Hobbs; KCHS Truth or Consequences; KTNM Tucumcari; KENM Portales.

NEW YORK — WMBO Auburn; WHUC Hudson; WJOC Jamestown; WICY Malone; WALL Middletown; WSLB Ogdensburg; WIRY Plattsburg; WNBZ Saranac Lake; WDLA Walton.

NORTH CAROLINA — WABZ Albemarle; WBBB Burlington; WEGO Concord; WCKB Dunn; WCNC Elizabeth City; WBBO Forest City; WFVG Fuquay Springs; WGNC Gastonia; WHNC Henderson; WHKP Hendersonville; WHPE High Point; WELS Kinston; WEWO Laurinburg; WLOE Leaksville; WJRI Lenoir; WBUY Lexington; WTSB Lumberton; WMAP Monroe; WHIP Mooresville; WFRC Reidsville; WCBT Roanoke Rapids; WCEC Rocky Mount; WWGP Sanford; WADE Wadesboro; WHED Washington; WFMC Goldsboro.

NORTH DAKOTA—KDIX Dickinson; KDLR Devils Lake; KOVC Valley City; KNOX Grand Forks.

OHIO—WILE Cambridge; WMOH Hamilton; WIRO Ironton; WMOA Marietta; WWSO Springfield-Urbana.

OKLAHOMA—KADA Ada; KWHW Altus; KVSO Ardmore; KWCO Chickasha; KSEO Durant; KASA Elk City; KTAT Frederick; KTJS Hobart; KBIX Muskogee; KTMC McAlester; KGLC Miami; KHBG Okmulgee; KVLH Pauls Valley; WBBZ Ponca City; KWSH Wewoka; KSIW Woodward.

OREGON—KWIN Ashland; KAST Astoria; KBKR Baker; KBND Bend; KWRO Coquille; KRUL Corvallis; KASH Eugene; KLBM La Grande; KGAL Lebanon; KMCM McMinnville; KOCO Salem; KODL The Dalles; KTIL Tillamook.

PENNSYLVANIA—WNCC Barnesboro; WCDL Carbondale; WLXW Carlisle; WESA Charleroi; WGET Gettysburg; WHUN Huntingdon; WDAD Indiana; WKRZ Oil City; WPAZ Pottstown; WMAJ State College; WKBI St. Marys.

RHODE ISLAND — WRJM Newport; WPAW Pawtucket; WERI Westerly.

SOUTH CAROLINA—WACA Camden; WGCD Chester; WELP Easley; WOLS Florence; WEAB Greer; WFGN Gaffney; WHSC Hartsville; WLBG Laurens; WJAY Mullins; WMRA Myrtle Beach; WKDK Newberry; WRHI Rock Hill; WSNW Seneca.

SOUTH DAKOTA—KDSJ Deadwood; KIJV Huron; KGFX Pierre; KWAT Watertown.

TENNESSEE—WLAR Athens; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WEKR Fayetteville; WHBT Harriman; WIRJ Humboldt; WDXI Jackson; WIBK Knoxville; WDXE Lawrenceburg; WJJM Lewisburg; WGAP Maryville; WMMT McMinnville; WGNS Murfreesboro; WNAH Nashville; WTPR Paris; WDBL Springfield; WJIG Tullahoma; WENK Union City.

TEXAS—KVLF Alpine; KRUN Ballinger; KIOX Bay City; KRCT Baytown; KNEL Brady; KSTB Breckenridge; KWHI Brenham; KTFY Brownfield; KBWD Brownwood; WTAW College Station; KVMC Colorado City; KAND Corsicana; KIVY Crockett; KXIT Dalhart; KDLK Del Rio; KDNT Denton; KELP El Paso; KFLD Floydada; KGAF Gainesville; KLUF Galveston; KCTI Gonzales; KGVL Greenville; KPAN Hereford; KSAM Huntsville; KEBE Jacksonville; KOCA Kilgore; KPET Lamesa; KHIT Lampasas; KVOW Littlefield; KFRO Longview; KRBA Lufkin; KMHT Marshall; KJBC Midland; KORC Mineral Wells; KVKM Monahans; KOSF Nacogdoches; KRIG Odessa; KOGT Orange; KNET Palestine; KFTV Paris; KIUN Pecos; KVOP Plainview; KBOP Pleasanton; KOLJ Quanah; KCNY San Marcos; KSEY Seymour; KEVA Shamrock; KTAN Sherman; KDWT Stamford; KSTV Stephenville; KSST Sulphur Springs; KXOX Sweetwater; KTEM Temple; KTFS Texarkana; KTLW Texas City; KGKB Tyler; KVOU Uvalde; KVWC Vernon; KVIC Victoria.

UTAH—KVNU Logan; KOPP Ogden; KOAL Price; KJAM Vernal.

(Continued on page 55)

KEYSTONE'S 500 STATIONS
NEW SALES FOR NATIONAL

Keystone Broadcasting System's national advertisers repeatedly renew their contracts because they know that their message reaches a rich market—Home Town and Rural America!

These national advertisers profit by the higher listener-loyalty of the Keystone stations. BMB reports that these *local level stations* are listened to longer, more regularly than the distant metropolitan stations.

Whether you're considering media for foods, drugs, tobacco, automobiles, farm supplies or the other needs of Home Town and Rural America, you'll find the Keystone Network worth investigating—America's only national transcription network!

One order buys one minute announcements or a 15 minute show on 500 Keystone stations—or only the number of stations required to cover your distribution pattern.

RED BAND FLOUR

OMEGA OIL

CHAMBERLAIN'S HAND LOTION

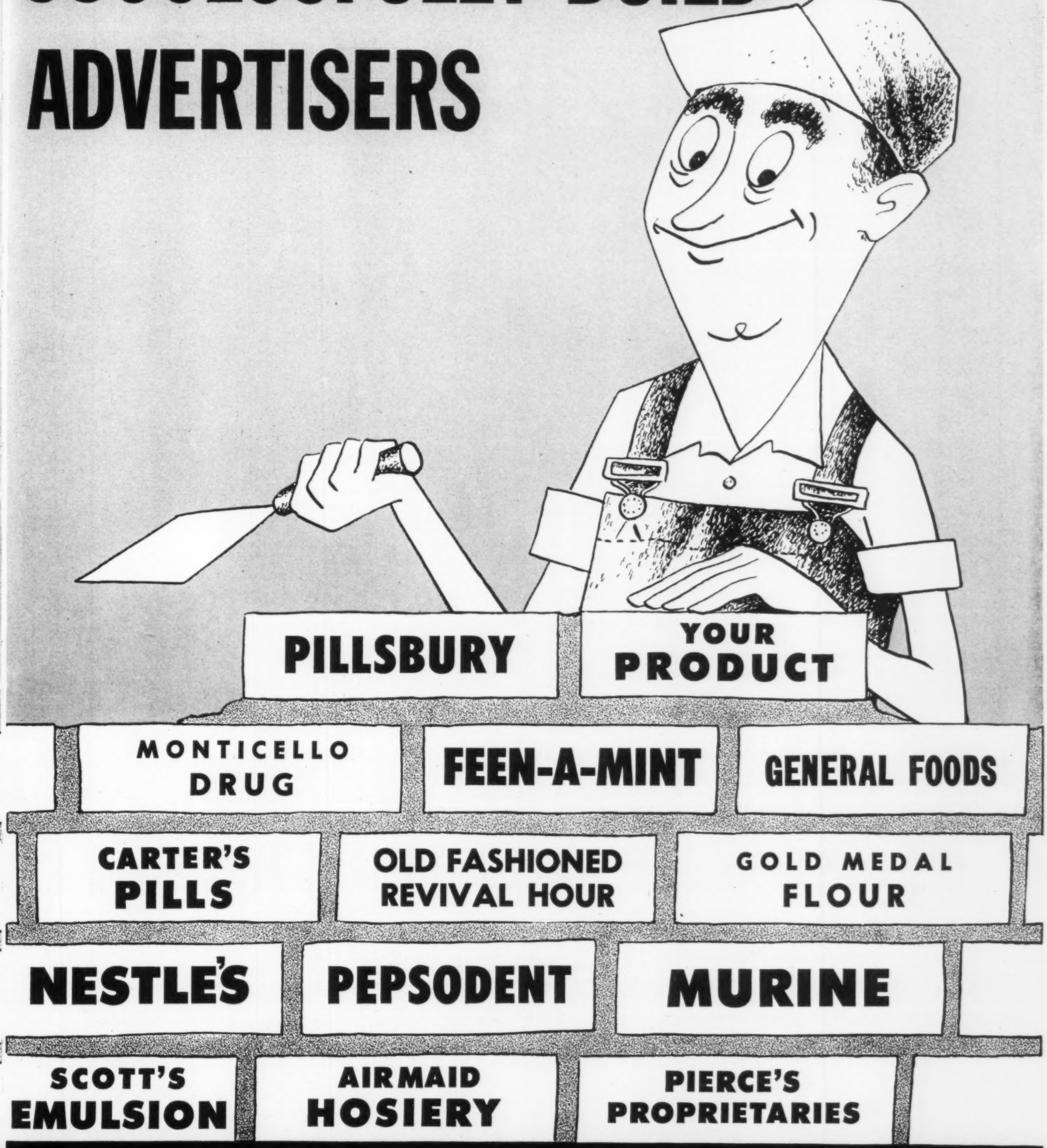
DOLCIN

NO TELEVISION RECEPTION!

With Keystone's affiliates located in towns of 50,000 and under, there's little or no effective television. National advertisers using the Keystone Network enjoy TV-Free reception in these American Homes!

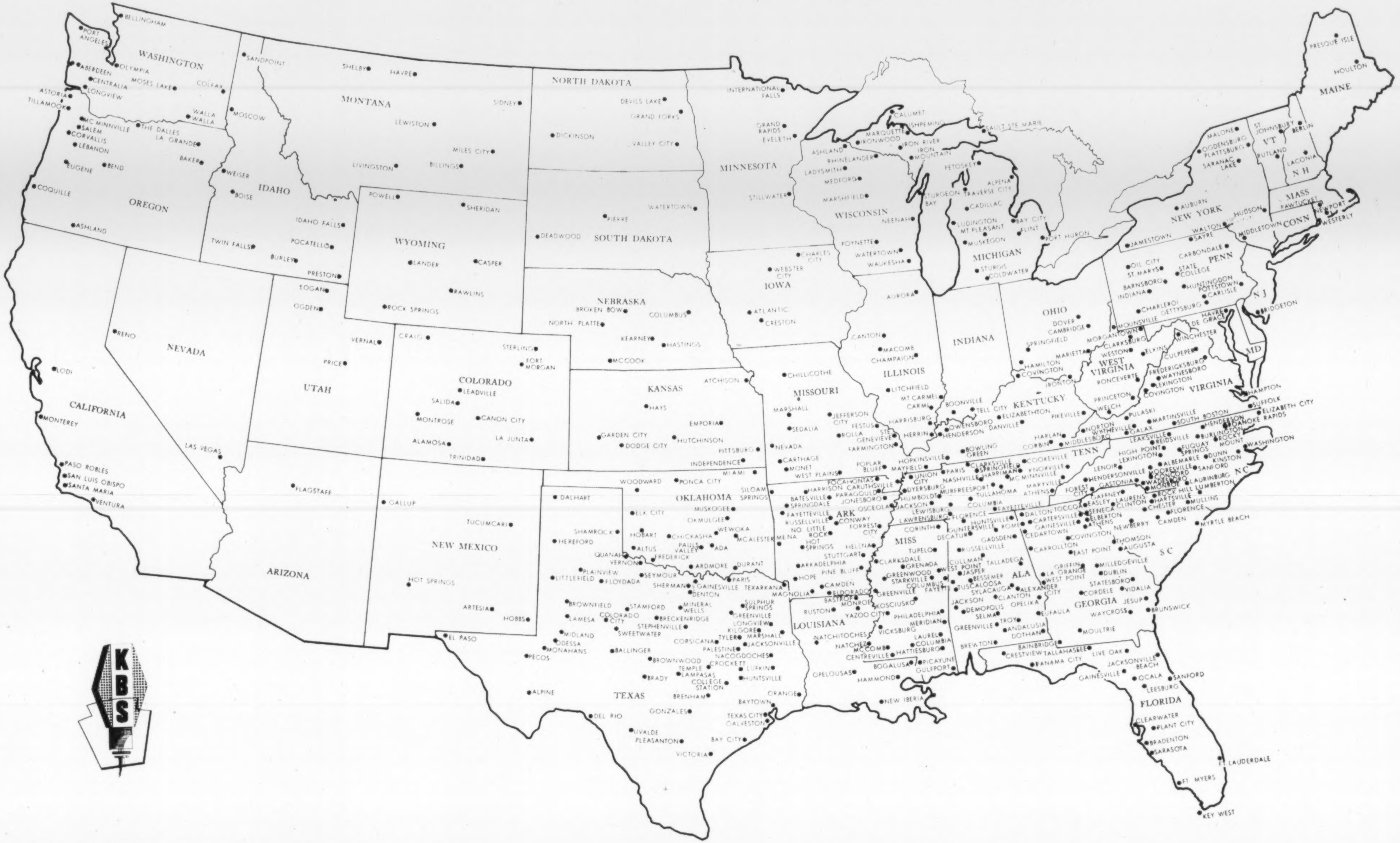
KEYSTONE BROADCASTING SYSTEM, INC.

S SUCCESSFULLY BUILD
L ADVERTISERS


PILLSBURY
YOUR PRODUCT
D
MONTICELLO DRUG
FEEN-A-MINT
GENERAL FOODS
L
CARTER'S PILLS
OLD FASHIONED REVIVAL HOUR
GOLD MEDAL FLOUR
NESTLE'S
PEPSODENT
MURINE
SCOTT'S EMULSION
AIRMAID HOSIERY
PIERCE'S PROPRIETARIES

NEW YORK: 580 Fifth Ave. • **CHICAGO:** 111 W. Washington St.

KEYSTONE BROADCASTING SYSTEM


KBS
WASHINGTON
BELLINGHAM
PORT ANGELES
ABERDEEN
OLYMPIA
CENTRALIA
LONGVIEW
MOSES LAKE
COLFAX
WALLA WALLA
OREGON
ASTORIA
TILLAMOOK
MC MINNVILLE
SALEM
CORVALLIS
LEBANON
THE DALLES
LA GRANDE
BAKER
EUGENE
BEND
COQUILLE
ASHLAND
IDAHO
SANDPOINT
MOSCOW
WEISER
BOISE
TWIN FALLS
BURLEY
IDAHO FALLS
POCATELLO
PRESTON
MONTANA
SHELBY
HAVRE
LEWISTON
SIDNEY
MILES CITY
LIVINGSTON
BILLINGS
WYOMING
POWELL
SHERIDAN
LANDER
CASPER
RAWLINS
ROCK SPRINGS
NORTH DAKOTA
DEVILS LAKE
GRAND FORKS
DICKINSON
VALLEY CITY
SOUTH DAKOTA
WATERTOWN
PIERRE
DEADWOOD
NEBRASKA
BROKEN BOW
NORTH PLATTE
COLUMBUS
KEARNEY
HASTINGS
MCCOOK
CALIFORNIA
LODI
MONTEREY
PASO ROBLES
SAN LUIS OBISPO
SANTA MARIA
VENTURA
NEVADA
RENO
LAS VEGAS
UTAH
LOGAN
OGDEN
VERNAL
PRICE
COLORADO
CRAIG
STERLING
FORT MORGAN
LEADVILLE
SALIDA
MONTROSE
CANON CITY
LA JUNTA
ALAMOSA
TRINIDAD
ARIZONA
FLAGSTAFF
NEW MEXICO
GALLUP
TUCUMCARI
HOT SPRINGS
ARTESIA
HOBBS
KANSAS
ATCHISON
HAYS
EMPORIA
GARDEN CITY
DODGE CITY
HUTCHINSON
PITTSBURG
INDEPENDENCE
OKLAHOMA
MIAMI
WOODWARD
PONCA CITY
SILOAM SPRINGS
MUSKOGEE
ELK CITY
OKMULGEE
WEWOKA
HOBART
CHICKASHA
ADA
MCALESTER
PAULS VALLEY
ALTUS
FREDERICK
ARDMORE
DURANT
TEXAS
DALHART
SHAMROCK
HEREFORD
QUANAH
VERNON
PLAINVIEW
SEYMOUR
LITTLEFIELD
FLOYDADA
SHERMAN
GAINESVILLE
DENTON
PARIS
TEXARKANA
BROWNFIELD
STAMFORD
MINERAL WELLS
SULPHUR SPRINGS
LAMESA
COLORADO CITY
BRECKENRIDGE
GREENVILLE
STEPHENVILLE
LONGVIEW
MIDLAND
SWEETWATER
KILGORE
ODESSA
CORSICANA
TYLER
MARSHALL
MONAHANS
PALESTINE
JACKSONVILLE
PECOS
EL PASO
BALLINGER
BROWNWOOD
NACOGDOCHES
TEMPLE
CROCKETT
LUFKIN
BRADY
LAMPASAS
COLLEGE STATION
HUNTSVILLE
ALPINE
BRENHAM
ORANGE
BAYTOWN
DEL RIO
GONZALES
TEXAS CITY
GALVESTON
UVALDE
PLEASANTON
BAY CITY
VICTORIA
MINNESOTA
INTERNATIONAL FALLS
GRAND RAPIDS
EVELETH
STILLWATER
IOWA
WEBSTER CITY
CHARLES CITY
ATLANTIC
CRESTON
MISSOURI
CHILLICOTHE
MARSHALL
JEFFERSON CITY
SEDALIA
ROLLA
FESTUS
STE. GENEVIEVE
FARMINGTON
NEVADA
CARTHAGE
MONET
WEST PLAINS
POPLAR BLUFF
ARK
POCAHONTAS
HARRISON
CARUTHSVILLE
PARAGOULD
BATESVILLE
JONESBORO
SPRINGDALE
OSCEOLA
FAYETTEVILLE
RUSSELLVILLE
CONWAY
FORREST CITY
MENA
NO. LITTLE ROCK
HOT SPRINGS
HELENA
STUTTGART
ARKADELPHIA
PINE BLUFF
HOPE
CAMDEN
MAGNOLIA
ELDORADO
LOUISIANA
BASTROP
MONROE
RUSTON
NATCHITOCHES
OPELOUSAS
HAMMOND
NEW IBERIA
BOGALUSA
WISCONSIN
ASHLAND
RHINELANDER
LADYSMITH
MEDFORD
MARSHFIELD
NEENAH
POYNETTE
WATERTOWN
WAUKESHA
MICHIGAN
CALUMET
ISHPEMING
MARQUETTE
IRONWOOD
IRON RIVER
IRON MOUNTAIN
SAULT STE MARIE
PETOSKEY
ALPENA
STURGEON BAY
TRAVERSE CITY
CADILLAC
LUDINGTON
MT PLEASANT
BAY CITY
FLINT
PORT HURON
MUSKEGON
STURGIS
COLDWATER
ILLINOIS
AURORA
CANTON
MACOMB
CHAMPAIGN
LITCHFIELD
MT CARMEL
CARMI
HARRISBURG
HERRIN
INDIANA
BOONVILLE
TELL CITY
KENTUCKY
OWENSBORO
HENDERSON
ELIZABETHTON
DANVILLE
PIKEVILLE
HARLAN
CORBIN
MIDDLESBORO
BOWLING GREEN
HOPKINSVILLE
MAYFIELD
OHIO
DOVER
CAMBRIDGE
SPRINGFIELD
MARIETTA
HAMILTON
COVINGTON
IRONTON
TENN
UNION CITY
PARIS
CLARKSVILLE
SPRINGFIELD
HARRIMAN
KNOXVILLE
NASHVILLE
MC MINNVILLE
DYERSBURG
MURFREESPORT
TULLAHOMA
MARYVILLE
ATHENS
COOKEVILLE
HUMBOLDT
JACKSON
COLUMBIA
LEWISBURG
FAYETTEVILLE
LAWRENSBURG
MISS
CORINTH
TUPELO
CLARKSDALE
GRENADA
GREENWOOD
WEST POINT
STARKVILLE
COLUMBUS
GREENVILLE
KOSCIUSKO
YAZOO CITY
PHILADELPHIA
MERIDIAN
VICKSBURG
LAUREL
COLUMBIA
NATCHEZ
MC COMB
CENTREVILLE
HATTIESBURG
PICAYUNE
GULFPORT
ALA
FLORENCE
HUNTSVILLE
GUNTERSVILLE
DECATUR
GADSDEN
RUSSELLVILLE
CULLMAN
TALLADEGA
JASPER
BESSEMER
FAYETTE
TUSCALOOSA
SYLACAUGA
ALEXANDER CITY
JACKSON
CLANTON
OPELIKA
DEMOPOLIS
SELMA
TROY
GREENVILLE
ANDALUSIA
DOTHAN
BREWTON
EUFAULA
GEORGIA
DALTON
TOCCOA
CARTERSVILLE
GAINESVILLE
ROME
CEDARTOWN
ATHENS
ELBERTON
COVINGTON
CARROLLTON
EAST POINT
THOMSON
AUGUSTA
GRIFFIN
MILLEDGEVILLE
LA GRANGE
WEST POINT
DUBLIN
STATESBORO
CORDELE
VIDALIA
JESUP
WAYCROSS
BRUNSWICK
MOULTRIE
BAINBRIDGE
FLORIDA
CRESTVIEW
TALLAHASSEE
PANAMA CITY
LIVE OAK
JACKSONVILLE BEACH
GAINESVILLE
OCALA
SANFORD
LEESBURG
CLEARWATER
PLANT CITY
BRADENTON
SARASOTA
FT. LAUDERDALE
FT. MYERS
KEY WEST
S C
GAFFNEY
EASLEY
LAURENS
CLINTON
SENECA
NEWBERRY
CHESTER
HARTSVILLE
MULLINS
CAMDEN
FLORENCE
MYRTLE BEACH
ROCK HILL
N C
FOREST CITY
GASTONIA
HENDERSONVILLE
LENOIR
MOORESVILLE
CONCORD
WADESBORO
MONROE
ALBEMARLE
HIGH POINT
LEXINGTON
LEAKSVILLE
REIDSVILLE
FUQUAY SPRINGS
SANFORD
DUNN
KINSTON
LAURINBURG
LUMBERTON
BURLINGTON
HENDERSON
ROCKY MOUNT
ROANOKE RAPIDS
WASHINGTON
ELIZABETH CITY
VIRGINIA
NORTON
WYTHEVILLE
GALAX
PULASKI
MARTINSVILLE
SOUTH BOSTON
SUFFOLK
HAMPTON
COVINGTON
LEXINGTON
WAYNESBORO
FREDERICKSBURG
CULPEPER
WINCHESTER
WEST VIRGINIA
MOUNDSVILLE
MORGANTOWN
CLARKSBURG
WESTON
ELKINS
RONCEVERTE
PRINCETON
WELCH
MD
HAVRE DE GRACE
PENN
OIL CITY
ST MARYS
BARNSBORO
INDIANA
CARBONDALE
STATE COLLEGE
HUNTINGDON
POTTSTOWN
CARLISLE
CHARLEROI
GETTYSBURG
N J
BRIDGETON
NEW YORK
JAMESTOWN
AUBURN
SAYRE
WALTON
HUDSON
MIDDLETOWN
MALONE
OGDENSBURG
PLATTSBURG
SARANAC LAKE
VT
ST JOHNSBURY
RUTLAND
N H
BERLIN
LACONIA
MASS
CONN
PAWTUCKET
NEWPORT
WESTERLY
MAINE
PRESQUE ISLE
HOULTON

KEYSTONE STATIONS

(Continued from page 51)

VERMONT—WSYB Rutland; WTWN St. Johnsbury.

VIRGINIA — WKEY Covington; WCVA Culpeper; WFVA Fredericksburg; WBOB Galax; WVEC Hampton; WREL Lexington; WMVA Martinsville; WNVA Norton; WPUV Pulaski; WHLF South Boston; WLPM Suffolk; WAYB Waynesboro; WINC Winchester; WYVE Wytheville.

WASHINGTON—KXRO Aberdeen; KPUG Bellingham; KELA Centralia; KCLX Colfax; KWLK Longview; KSEM Moses Lake; KGY Olympia; KONP Port Angeles; KWWB Walla Walla.

WEST VIRGINIA — WHAR Clarksburg; WMOD Moundsville; WLOH Princeton; WRON Ronceverte; WBRW Welch; WHAW Weston.

WISCONSIN—WATW Ashland; WLDY Ladysmith; WDLB Marshfield; WIGM Medford; WNAM Neenah; WIBU Poynette; WOBT Rhinelander; WOKW Sturgeon Bay; WTTN Watertown; WAUX Waukesha.

WYOMING—KSPR Casper; KOVE Lander; KPOW Powell; KRAL Rawlins; KVRS Rock Springs; KWYO Sheridan.

LIST OF ASSOCIATED STATIONS

(Carrying KBS Commercials on Special Working Agreements)

October 1, 1951

WHBB Selma, Alabama; KXLR No. Little Rock, Ark.; KUOA Siloam Springs, Ark.; WDWS Champaign, Ill.; KLIC Monroe, Louisiana; KANE New Iberia, La.; WMIQ Iron Mountain, Mich.; WDMJ Marquette, Mich.; WKNK Muskegon, Mich.; WSOO Sault Ste. Marie, Mich.; WATS Sayre, Pennsylvania; WJER Dover, Ohio; WAJR Morgantown, W. Va.; WDNE Elkins, W. Va.

AM STATIONS AUTHORIZED IN U.S.

(From records of FCC)

Date	Licensed	Under Construction	Total Authorized
Jan. 1, 1922			30
Mar. 1 1923			556
Oct. 1, 1924			530
June 20, 1925			571
June 30, 1926			528
Feb. 23, 1927			733
July 1, 1928			677
Nov. 9, 1929			618
July 1, 1930			612
July 1, 1931	603	9	612
Jan. 1, 1932	601	7	608
Jan. 1, 1933	599	11	610
Jan. 1, 1934	583	8	591
Jan. 1, 1935	585	20	605
Jan. 1, 1936	616	16	632
Jan. 1, 1937	646	39	685
Jan. 1, 1938	689	32	721
Jan. 1, 1939	722	42	764
Jan. 1, 1940	765	49	814
June 30, 1941			897
June 30, 1942			925
June 30, 1943			912
June 30, 1944			924
July 20, 1945	933	23	956
Jan. 1, 1946	940	64	1,004
Jan. 1, 1947	1,062	458	1,520
Jan. 1, 1948	1,522	440	1,762
Jan. 1, 1949	1,865	262	2,127
Jan. 1, 1950	2,048	186	2,234
Jan. 1, 1951	2,199	152	2,351
Jan. 1, 1952	2,300	98	2,408

FM STATIONS AUTHORIZED IN U. S.

(From records of FCC)

Date	Licensed	Under Construction	Cond'l. Grant	Experimental	Total Authorized
June 30, 1940				50	
June 30, 1941				69	
June 30, 1942				74	
June 30, 1943				26	74
June 20, 1944				6	58
June 30, 1945				3	56
July 1, 1946					456[1] 55 on air
July 1, 1947					918[2] 238
Dec. 31, 1947	84	703	223		926[3] 374
May 1948					1,035
June 30, 1949	377	488[4]			865
Dec. 31, 1949	478	315[5]			788
June 30, 1950	493	237[6]	2		732
Dec. 31, 1950	519	183[7]	1		703
June 30, 1951	534	124[8]	1		659
Jan. 1, 1952	564	86[9]			650

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[1] 55 on the air.
[2] 238 on the air.
[3] 374 on the air.
[4] 360 on the air.
[5] 255 on the air.
[6] 196 on the air.
[7] 156 on the air.
[8] 114 on the air.
[9] 73 on the air.

AM NETWORK AFFILIATIONS (JAN. 1, 1952)

Network	Affiliates
ABC	304
CBS	207
LBS	377
MBS	552
NBC	190

Kagran Corp. and Kagran Films

in association with

Martin Stone

Television

Howdy Doody—NBC
Gabby Hayes—NBC
Author Meets the Critics—WNBT

Radio

Howdy Doody—NBC
Gabby Hayes—MBS
The Jackie Robinson Show—WNBC

Film

Howdy Doody
Iron Mike—(Full length feature)

4 West 58th Street
New York, N. Y.

XUM

LIBERTY BROADCASTING SYSTEM, INC.

2100 Jackson Street, Dallas, Texas. Phone: Randolph 2421

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Ralph Ingram, *Assistant Chief Engineer*

NEW YORK

509 Madison Avenue
Phone: Murrayhill 85580

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Jack Koste, *National Sales Manager*

HOLLYWOOD

5939 Sunset Blvd.
Phone: Hudson 27471

Benton Paschall, *Vice President of West Coast Operations*

CHICAGO

75 East Wacker Drive
Phone: Franklin 2-8714

Martin J. McGeehan, *Midwestern Manager*

ATLANTA

87½ Fairlie Street
Phone: Alpine 5132

Tom Carr, *Vice-President of Southeastern Division*

RADIO'S PAYROLL AND OPERATING COSTS

LABOR costs in the broadcasting industry in 1950 slightly exceeded 50% of revenue, rising in proportion to the general level throughout American industry, according to an analysis by Richard P. Doherty, director of the NARTB Employe-Employer Relations Dept. (No figures for 1951 available.)

A summary of broadcast expenses by the FCC, covering 1950, showed that highest share of operating costs devoted to wages and salaries existed in the technical expense category, wages amounting to $43,751,543 of the $56,709,432 paid out by stations and networks.

In the case of program expenses, wages and salaries consumed $51,257,755 of the total of $140,758,236. Of the selling expense total, $52,114,061, wages and salaries accounted for $32,313,896. The final expense bracket, general and administrative, included $45,334,470 out of a total of $120,576,913 for wages and salaries.

WHERE BROADCAST DOLLARS GO
By Class of Station Income - 1950 (FCC Data)

Broadcast Revenue = 100%: major items of operating expense and profit margin (before taxes) shown as percentage of revenue for each class of station income.

	Below $50,000	*$50,000 to $75,000*	*$75,000 to $100,000*	*$100,000 to $125,000*	*$125,000 to $150,000*	*$150,000 to $200,000*	*$200,000 to $350,000*	*$350,000 to $1,000,000*	*Over $1,000,000*	*Total*
Total Broadcast Revenue	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Total Operating Expenses	88.19	86.89	87.19	88.65	85.51	85.63	82.06	74.42	74.75	84.40
Technical Expenses										
Salaries	15.58	12.67	11.17	10.37	10.27	9.88	10.67	9.85	9.32	10.95
Repairs	1.98	1.59	1.50	1.55	1.45	1.57	1.20	1.41	.79	1.48
Other	204	1.43	1.41	1.81	1.74	1.95	2.09	1.98	1.77	1.78
Total	19.60	15.69	14.08	13.73	13.46	13.40	13.96	13.24	11.88	14.21
Program Expenses										
Salaries	13.53	14.44	14.56	15.19	13.58	14.90	13.60	10.88	9.19	13.83
Talent	1.20	1.61	2.44	2.06	4.24	3.00	3.52	6.06	13.75	3.28
Royalties	3.57	3.39	3.33	2.97	3.26	2.99	3.30	3.13	2.88	3.21
Transcriptions	2.68	2.17	2.23	1.93	1.63	1.71	1.33	1.03	.51	1.75
Wire Service	3.51	3.44	2.55	1.96	1.84	1.46	.86	.62	.31	1.91
News Service	1.87	1.79	1.33	1.19	1.45	1.39	1.27	1.45	1.31	1.44
Teletype Service	1.88	1.50	1.24	1.00	.72	.65	.58	.30	.21	.91
Other	1.18	1.66	1.66	1.99	1.71	1.32	2.14	1.53	1.70	1.69
Total	29.42	30.00	29.34	28.29	28.43	27.42	26.60	25.00	29.86	28.02
Selling Expenses										
Salaries	7.79	8.64	9.61	10.32	9.67	9.39	8.43	6.14	4.71	8.74
Other	2.23	2.36	2.68	3.38	3.25	3.82	4.46	4.48	4.52	3.43
Total	10.02	11.00	12.29	13.70	12.92	13.21	12.89	10.62	9.23	12.17
General Admin. Expenses										
Salaries	10.19	12.21	12.93	13.50	11.28	13.10	11.22	9.14	8.07	11.82
Rent	1.47	1.27	1.46	2.11	1.60	1.56	1.94	2.25	1.78	1.72
Taxes	1.73	2.03	2.17	2.02	1.95	1.77	1.82	1.94	1.38	1.94
Losses	1.22	.87	1.52	.95	.81	.82	.41	.19	.18	.81
Depreciation	6.46	5.20	4.82	5.35	5.96	5.32	5.05	4.21	3.04	5.12
Other	8.08	8.62	8.58	9.00	9.10	9.03	8.17	7.83	9.33	8.59
Total	29.15	30.20	31.48	32.93	30.70	31.60	28.61	25.56	23.78	30.00

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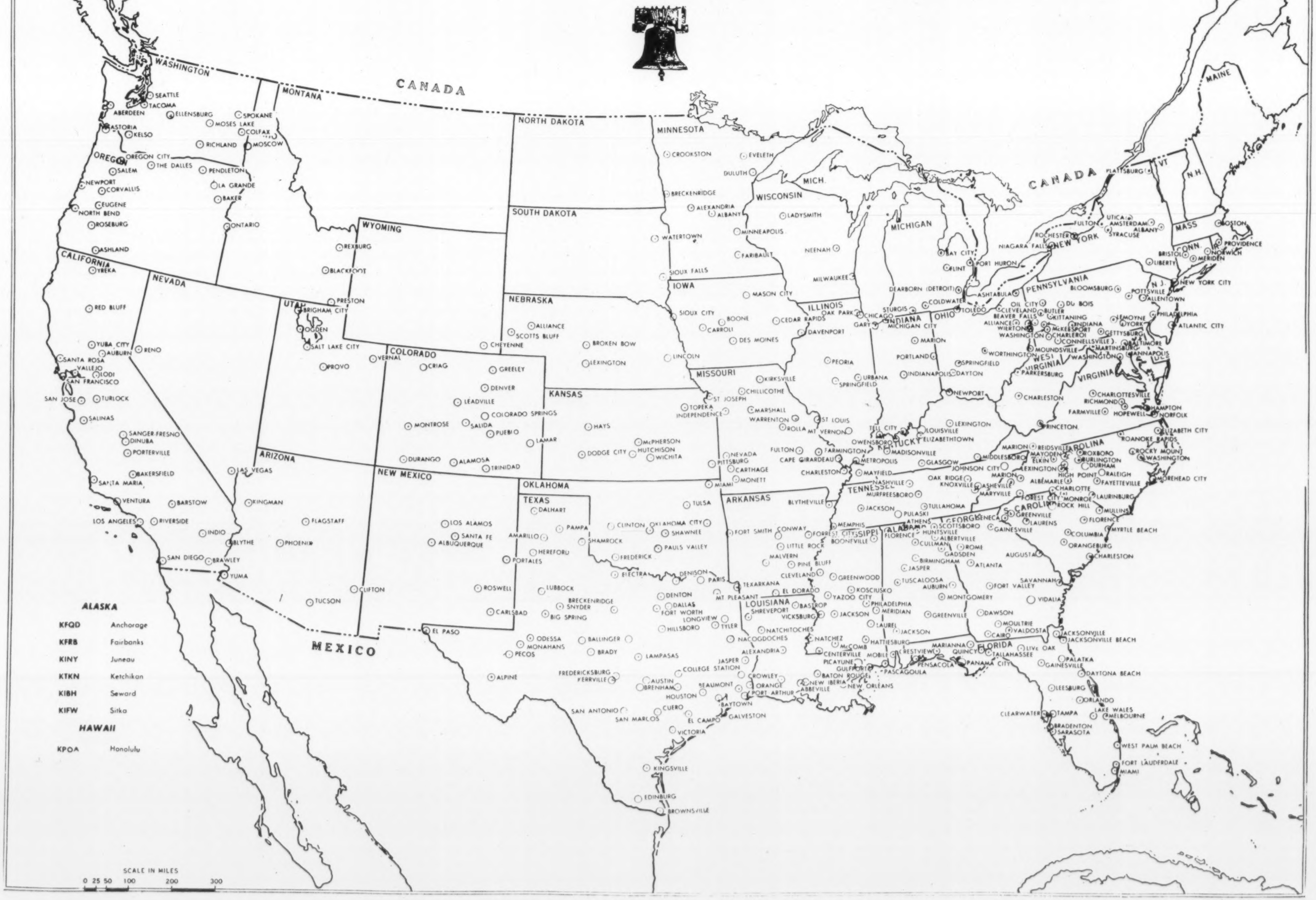
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SCALE IN MILES
0
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100
200
300

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Dorothy Reynolds, *Midwest Sales Service Manager*
Myrtle Goulet, *Office Manager and Program Traffic*
George Herro, *Director of Promotion and Press Information Representative*

HOLLYWOOD

Ned Tollinger, *Program Manager*
Harriet Crouse, *Press Information Representative*

MUTUAL NETWORK LEGAL COUNSEL

Keith Masters, Andrew C. Hamilton. . . .of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. and Chicago
Emmanuel Dannett....of McGoldrick, Winn, Dannett & Burke, New York
Elisha Goldfarb, MBS....New York

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1951

(Compiled for the 1952 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Tele-Tech.")

	Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Retail Value*	*Number*	*Retail Value*	*Number*	*Retail Value*	*Retail Value*	*Number*	*Number*	
1922	100,000	$5,000,000	1,000,000	$6,000,000	....	....	$60,000,000	60,000	....	400,000
1923	550,000	15,000,000	4,500,000	12,000,000	....	....	136,000,000	1,000,000	....	1,100,000
1924	1,500,000	100,000,000	12,000,000	36,000,000	....	....	358,000,000	2,500,000	....	3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000	....	....	430,000,000	3,500,000	....	4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000	....	....	506,000,000	5,000,000	....	5,700,000
1927	1,350,000	168,000,000	41,200,000	67,300,000	....	....	425,600,000	6,500,000	....	7,000,000
1928	3,281,000	400,000,000	50,200,000	110,250,000	....	....	690,550,000	7,500,000	....	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000	....	....	842,548,000	9,000,000	....	10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	....	13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	26,000,000
1935	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	28,000,000	6,000,000	40,800,000
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	28,700,000	6,500,000	45,300,000
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	29,200,000	7,500,000	51,000,000
1941	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	29,700,000	8,500,000	56,000,000
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	30,000,000	8,750,000	59,340,000
1943	700,000	24,000,000	17,000,000	19,000,000	....	....	75,000,000	32,500,000	8,000,000	57,000,000
1944	....	....	22,000,000	25,000,000	....	....	85,000,000	33,100,000	7,000,000	55,000,000
1945	500,000	20,000,000	30,000,000	35,000,000	....	....	105,000,000	34,000,000	6,000,000	56,000,000
1946	14,000,000	700,000,000	170,000,000	200,000,000	150,000	9,000,000	825,000,000	35,000,000	6,000,000	60,000,000
1947	17,000,000	800,000,000	220,000,000	260,000,000	2,500,000	150,000,000	1,100,000,000	37,000,000	9,000,000	66,000,000
1948	16,000,000	600,000,000	200,000,000	230,000,000	3,500,000	210,000,000	950,000,000	40,000,000	11,000,000	74,000,000
1949	10,000,000	500,000,000	200,000,000	350,000,000	3,500,000	240,000,000	1,500,000,000	42,000,000	14,000,000	81,000,000
1950	14,600,000	721,000,000	383,000,000	644,000,000	4,760,000	248,000,000	2,800,000,000	45,000,000	17,000,000	90,000,000
1951	13,500,000	675,000,000	400,000,000	640,000,000	4,450,000	236,000,000	3,000,000,000	45,850,000	20,000,000	103,250,000

Total tubes include those used in T.V. Replacements accounted for about 25% in 1951. (Statistics copyrighted by Caldwell-Clements Inc.)

* * *

ANNUAL BILL OF U. S. FOR RADIO-TV

Sale of Time by broadcasters, 1951	$565,000,000
Talent costs	150,000,000
Electricity, batteries, etc. to operate 119,000,000 radio and TV receivers	400,000,000
13,500,000 radio receivers at retail value	2,100,000,000
Phonograph records at retail value	200,000,000
Radio-TV servicing and installation	
84,000,000 replacement radio tubes	141,000,000
750,000 replacement TV picture tubes	37,500,000
Radio-TV component parts, antennas, accessories	300,000,000
Labor	350,000,000
Total	$4,918,500,000

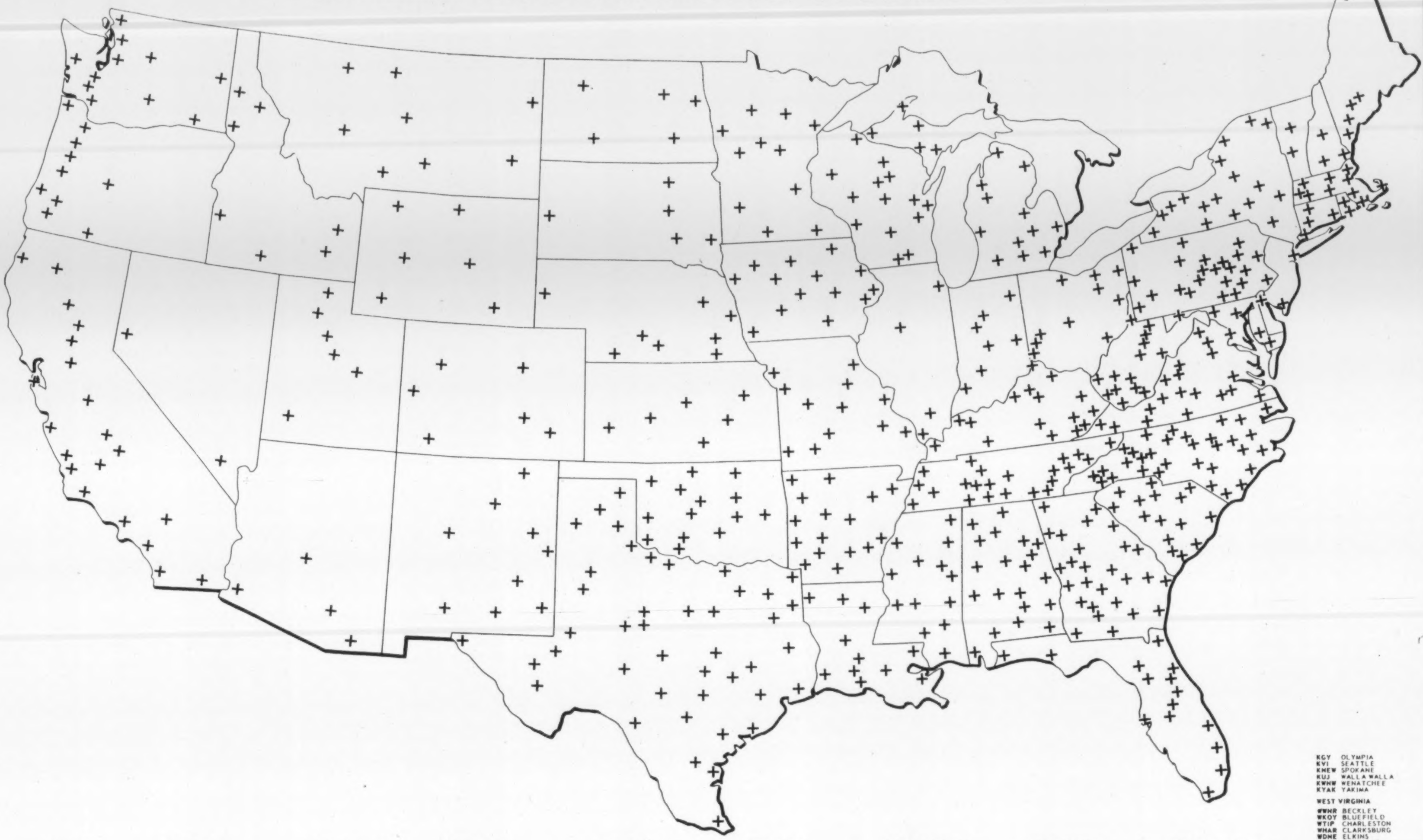
RADIO AND TV SETS IN U. S.: WORLD JAN. 1, 1952

United States homes with radio	45,850,000
Secondary sets in above homes	30,400,000
Sets in business places, institutions etc.	6,000,000
Auto radios	21,000,000
TV sets	15,750,000
Total Sets in United States	119,000,000
Sets in rest of world North America; 8,000,000; South America, 8,000,000; Europe 64,000,000; Asia 13,000,000; Australia, 3,500,000; Africa, 2,500,000.	
Total	99,000,000
Total Sets in World	218,000,000

focal point
for
successful
campaign planning
in 1952:
ADVERTISERS USING MUTUAL NETWORK D
the
MUTUAL
broadcasting
system

XUM

MUTUAL BROADCASTING SYSTEM



ALABAMA

WCTA	ANDALUSIA
WSPC	ANNISTON
WTNB	BIRMINGHAM
WEBJ	BREWTON
WMSL	DECATUR
WXAL	DEMOPOLIS
WAGF	DOTHAN
WULA	EUFAULA
WFPA	FORT PAYNE
WJBY	GADSDEN
WJBB	HALEYVILLE
WBHP	HUNTSVILLE
WABB	MOBILE
WJJJ	MONTGOMERY
WLAY	MUSCLE SHOALS
WJHO	OPELIKA
WHBB	SELMA
WFEB	SYLACAUGA
WHTB	TALLADEGA
WTBF	TROY
WTBC	TUSCALOOSA

ARIZONA

KSUN	BISBEE
KOY	PHOENIX
KTUC	TUCSON
KYMA	YUMA

ARKANSAS

KVRC	ARKADELPHIA
KBTA	BATESVILLE
KAMD	CAMDEN
KGRH	FAYETTEVILLE
KWHN	FORT SMITH
KHOZ	HARRISON
KFFA	HELENA
KXAR	HOPE
KWFC	HOT SPRINGS
KBTM	JONESBORO
KXLR	LITTLE ROCK
KENA	MENA
KOTN	PINE BLUFF
KXRJ	RUSSELLVILLE
KUOA	SILOAM SPRINGS
KWAK	STUTTGART

CALIFORNIA

KAFY	BAKERSFIELD
KHSL	CHICO
KXO	EL CENTRO
KIEM	EUREKA
KYNO	FRESNO
KHJ	LOS ANGELES
KMYC	MARYSVILLE
KYOS	MARCED
KPRL	PASO ROBLES
KVCV	REDDING
KXOA	SACRAMENTO
KSBW	SALINAS-MONTEREY
KFXM	SAN BERNADINO
KGB	SAN DIEGO
KFRC	SAN FRANCISCO
KVEC	SAN LUIS OBISPO
KVOE	SANTA ANA
KDB	SANTA BARBARA
KXOB	STOCKTON
KCOK	TULARE-VISALIA

COLORADO

KFEL	DENVER
KIUP	DURANGO
KGLN	GLENWOOD SPRINGS
KFXJ	GRAND JUNCTION
KOKO	LA JUNTA
KCSJ	PUEBLO

CONNECTICUT

WICC	BRIDGEPORT
WONS	HARTFORD
WNLC	NEW LONDON
WWCO	WATERBURY

DELAWARE

WAMS	WILMINGTON

DISTRICT OF COLUMBIA

WWDC	WASHINGTON

FLORIDA

WROD	DAYTONA BEACH
WJBS	DE LAND
WIRA	FORT PIERCE
WRUF	GAINESVILLE
WJHP	JACKSONVILLE
WKWF	KEY WEST
WONN	LAKELAND
WKAT	MIAMI
WTMC	OCALA
WLOF	ORLANDO
WDLP	PANAMA CITY
WEAR	PENSACOLA
WTSP	ST. PETERSBURG-TAMPA
WIRK	WEST PALM BEACH
WSIR	WINTER HAVEN

GEORGIA

WDEC	AMERICUS
WGST	ATLANTA
WBBQ	AUGUSTA
WMGR	BAINBRIDGE
WMOG	BRUNSWICK
WBHF	CARTERSVILLE
WGBA	COLUMBUS
WMJM	CORDELE
WBLJ	DALTON
WMLT	DUBLIN
WSGC	ELBERTON
WBHB	FITZGERALD
WGGA	GAINESVILLE
WKEU	GRIFFIN
WLAG	LA GRANGE
WNEX	MACON
WMVG	MILLEDGEVILLE
WCOH	NEWNAN
WRGA	ROME
WCCP	SAVANNAH
WWNS	STATESBORO
WSFT	THOMASTON
WTWA	THOMSON
WWGS	TIFTON
WLET	TOCCOA
WGOV	VALDOSTA
WAYX	WAYCROSS

IDAHO

KVNI	COEUR D'ALENE
KIFI	IDAHO FALLS
KRLC	LEWISTON
KFYD	NAMPA-BOISE
KWIK	POCATELLO
KLIX	TWIN FALLS
KWAL	WALLACE

ILLINOIS

WKRO	CAIRO
WGN	CHICAGO
WJPF	HERRIN
WIRL	PEORIA

INDIANA

WBIW	BEDFORD
WKJG	FORT WAYNE
WIBC	INDIANAPOLIS
WASK	LAFAYETTE
WSAL	LOGANSPORT
WKBV	RICHMOND
WAOV	VINCENNES

IOWA

KCRG	CEDAR RAPIDS
KROS	CLINTON
KSTT	DAVENPORT
KDEC	DECORAH
KIOA	DES MOINES
KDTH	DUBUQUE
KVFD	FORT DODGE
KFJB	MARSHALLTOWN
KRIB	MASON CITY
KBIZ	OTTUMWA
KFNF	SHENANDOAH
KTRI	SIOUX CITY
KICD	SPENCER
KWWL	WATERLOO

KANSAS

KTSW	EMPORIA
KIUL	GARDEN CITY
KVGB	GREAT BEND
KSAL	SALINA
KTOP	TOPEKA
KAKE	WICHITA

KENTUCKY

WLBJ	BOWLING GREEN
WCTT	CORBIN
WCPM	CUMBERLAND
WFKY	FRANKFORT
WHLN	HARLAN
WKIC	HAZARD
WSON	HENDERSON
WVLK	LEXINGTON-VERSAILLES
WGRC	LOUISVILLE
WFTM	MAYSVILLE
WOMI	OWENSBORO
WSIP	PAINTSVILLE
WPKE	PIKEVILLE
WSFC	SOMERSET

LOUISIANA

KVOB	ALEXANDRIA
WAFB	BATON ROUGE
WIKC	BOGALUSA
KLFY	LAFAYETTE
KWSL	LAKE CHARLES
KLIC	MONROE
KANE	NEW IBERIA
WNOE	NEW ORLEANS
KSLO	OPELOUSAS
KRUS	RUSTON
KENT	SHREVEPORT

MAINE

WFAU	AUGUSTA
WIDE	BIDDEFORD
WCOU	LEWISTON-AUBURN
WPOR	PORTLAND

MARYLAND

WCBM	BALTIMORE
WCEM	CAMBRIDGE
WDYK	CUMBERLAND
WJEJ	HAGERSTOWN
WBOC	SALISBURY

MASSACHUSETTS

WNAC	BOSTON
WALE	FALL RIVER
WEIM	FITCHBURG
WHAI	GREENFIELD
WHYN	HOLYOKE
WLLH	LOWELL-LAWRENCE
WNBH	NEW BEDFORD
WBRK	PITTSFIELD
WOCB	WEST YARMOUTH
WORC	WORCESTER

MICHIGAN

WATZ	ALPENA
WBCK	BATTLE CREEK
WATT	CADILLAC
CKLW	DETROIT
WDBC	ESCANABA
WBBC	FLINT
WHDF	HOUGHTON-CALUMET
WIKB	IRON RIVER
WJMS	IRONWOOD
WKHM	JACKSON
WILS	LANSING
WDMJ	MARQUETTE
WKNK	MUSKEGON
WMBN	PETOSKEY
WHLS	PORT HURON
WSGW	SAGINAW-BAY CITY
WTCM	TRAVERSE CITY

MINNESOTA

KAUS	AUSTIN
KBUN	BEMIDJI
KLIZ	BRAINERD
WREX	DULUTH
WEVE	EVELETH
KSUM	FAIRMONT
KGDE	FERGUS FALLS
KBZY	GRAND RAPIDS
KMHL	MARSHALL
WLOL	MINNEAPOLIS-ST. PAUL
KVOX	MOORHEAD
KWAD	WADENA

MISSISSIPPI

WLOX	BILOXI-GULFPORT
WROX	CLARKSDALE
WCJU	COLUMBIA
WCBI	COLUMBUS
WCMA	CORINTH
WJPR	GREENVILLE
WNAG	GRENADA
WRBC	JACKSON
WLAU	LAUREL
WMOX	MERIDIAN
WELO	TUPELO
WQBC	VICKSBURG
WROB	WEST POINT

MISSOURI

KFVS	CAPE GIRARDEAU
KFMO	FLAT RIVER
KHMO	HANNIBAL-QUINCY
KWOS	JEFFERSON CITY
WMBH	JOPLIN
WHB	KANSAS CITY
KLWT	LEBANON
KXEO	MEXICO
KFEQ	ST. JOSEPH
KWK	ST. LOUIS
KDRO	SEDALIA
KICK	SPRINGFIELD

MONTANA

KBMY	BILLINGS
KOJM	HAVRE
KFDW	HELENA
KXLO	LEWISTOWN
KPRK	LIVINGSTON
KRJF	MILES CITY
KIYI	SHELBY
KGCX	SIDNEY

NEBRASKA

KWBE	BEATRICE
KFGT	FREMONT
KHAS	HASTINGS
KGFW	KEARNEY
KOLN	LINCOLN
KBRL	McCOOK
KBON	OMAHA
KNEB	SCOTTSBLUFF

NEVADA

KRAM	LAS VEGAS
KATO	RENO

NEW HAMPSHIRE

WLNH	LACONIA
WHEB	PORTSMOUTH

NEW JERSEY

WMID	ATLANTIC CITY

NEW MEXICO

KVER	ALBUQUERQUE
KSVP	ARTESIA
KICA	CLOVIS
KWEW	HOBBS
KOBE	LAS CRUCES
KFUN	LAS VEGAS
KRTN	RATON
KGFL	ROSWELL
KTNM	TUCUMCARI

NEW YORK

WROW	ALBANY
WMBO	AUBURN
WBTA	BATAVIA
WKOP	BINGHAMTON
WEBR	BUFFALO
WENY	ELMIRA
WJOC	JAMESTOWN
WKNY	KINGSTON
WLFH	LITTLE FALLS
WICY	MALONE
WOR	NEW YORK
WSLB	OGDENSBURG
WDOS	ONEONTA
WIRY	PLATTSBURG
WVET	ROCHESTER
WKAL	ROME-UTICA
WNDR	SYRACUSE
WATN	WATERTOWN

NORTH CAROLINA

WWNC	ASHEVILLE
WATA	BOONE
WPNF	BREVARD
WBBB	BURLINGTON
WIST	CHARLOTTE
WSSB	DURHAM
WCNC	ELIZABETH CITY
WFNC	FAYETTEVILLE
WGBG	GREENSBORO
WGTC	GREENVILLE
WHNC	HENDERSON
WHKP	HENDERSONVILLE
WJNC	JACKSONVILLE
WELS	KINSTON
WLOE	LEAKSVILLE
WJRI	LENOIR
WTSB	LUMBERTON
WMNC	MORGANTON
WSYD	MT. AIRY
WHIT	NEW BERN
WNNC	NEWTON
WRAL	RALEIGH
WCBT	ROANOKE RAPIDS
WSTP	SALISBURY
WOHS	SHELBY
WEEB	SOUTHERN PINES
WSIC	STATESVILLE
WHCC	WAYNESVILLE
WENC	WHITEVILLE
WGNI	WILMINGTON
WVOT	WILSON
WTOB	WINSTON-SALEM

NORTH DAKOTA

KGCU	BISMARCK-MANDAN
KDLR	DEVILS LAKE
KNOX	GRAND FORKS
KLPM	MINOT
KOVC	VALLEY CITY

OHIO

WHKK	AKRON
WCPO	CINCINNATI
WLW	CINCINNATI
WHK	CLEVELAND
WHKC	COLUMBUS
WONE	DAYTON
WMOH	HAMILTON
WIRO	IRONTON
WMOA	MARIETTA
WLEC	SANDUSKY
WSTV	STEUBENVILLE
WHHH	WARREN-YOUNGSTOWN

OKLAHOMA

KWHW	ALTUS
KWON	BARTLESVILLE
KWCO	CHICKASHA
KRHD	DUNCAN
KASA	ELK CITY
KGWA	ENID
KMUS	MUSKOGEE
KOCY	OKLAHOMA CITY
KHBG	OKMULGEE
WBBZ	PONCA CITY
KSPI	STILLWATER
KOME	TULSA
KWSH	WEWOKA
KSIW	WOODWARD

OREGON

KWIL	ALBANY
KAST	ASTORIA
KBND	BEND
KOOS	COOS BAY
KORE	EUGENE
KUIN	GRANTS PASS
KFJI	KLAMATH FALLS
KPOJ	PORTLAND
KRNR	ROSEBURG
KSLM	SALEM

PENNSYLVANIA

WJSW	ALTOONA
WESB	BRADFORD
WEST	EASTON
WLEU	ERIE
WHVR	HANOVER
WKBO	HARRISBURG
WAZL	HAZELTON
WHUN	HUNTINGDON
WCRO	JOHNSTOWN
WGAL	LANCASTER
WKVA	LEWISTOWN
WBPZ	LOCK HAVEN
WKST	NEW CASTLE
WIP	PHILADELPHIA
KQV	PITTSBURGH
WPAM	POTTSVILLE
WRAW	READING
WKBI	ST. MARYS
WISL	SHAMOKIN
WMAJ	STATE COLLEGE
WJPA	WASHINGTON
WBAX	WILKES-BARRE
WORK	YORK

RHODE ISLAND

WEAN	PROVIDENCE
WWON	WOONSOCKET

SOUTH CAROLINA

WANS	ANDERSON
WBSC	BENNETTSVILLE
WUSN	CHARLESTON
WGCD	CHESTER
WNOK	COLUMBIA
WLAT	CONWAY
WGTN	GEORGETOWN
WAKE	GREENVILLE
WHSC	HARTSVILLE
WKDK	NEWBERRY
WRNO	ORANGEBURG
WRHI	ROCK HILL
WFIG	SUMTER
WBCU	UNION
WALD	WALTERBORO

SOUTH DAKOTA

KSDN	ABERDEEN
KDSJ	DEADWOOD
KIJV	HURON
KORN	MITCHELL
KIHO	SIOUX FALLS

TENNESSEE

WLAR	ATHENS
WAGC	CHATTANOOGA
WJZM	CLARKSVILLE
WBAC	CLEVELAND
WKRM	COLUMBIA
WDSG	DYERSBURG
WBEJ	ELIZABETHTON-JOHNSON CITY
WEKR	FAYETTEVILLE
WGRV	GREENEVILLE
WHBT	HARRIMAN
WDXI	JACKSON
WKGN	KNOXVILLE
WDXE	LAWRENCEBURG
WJJM	LEWISBURG
WMMT	McMINNVILLE
WHBQ	MEMPHIS
WCRK	MORRISTOWN
WMAK	NASHVILLE
WATO	OAK RIDGE
WHAL	SHELBYVILLE
WENK	UNION CITY
WCDT	WINCHESTER

TEXAS

KWKC	ABILENE
KBKI	ALICE
KVLF	ALPINE
KAMQ	AMARILLO
KVET	AUSTIN
KIOX	BAY CITY
KHUZ	BORGER
KBWD	BROWNWOOD
KORA	BRYAN
KCTX	CHILDRESS
KUNO	CORPUS CHRISTI
WRR	DALLAS
KSET	EL PASO
KFJZ	FORT WORTH
KNAF	FREDERICKSBURG
KGVL	GREENVILLE
KSOX	HARLINGEN
KTHT	HOUSTON
KSAM	HUNTSVILLE
KCBD	LUBBOCK
KTRE	LUFKIN
KMHT	MARSHALL
KVKM	MONAHANS
KRIG	ODESSA
KPDN	PAMPA
KIUN	PECOS
KEYE	PERRYTON
KVOP	PLAINVIEW
KPAC	PORT ARTHUR-BEAUMONT
KTXL	SAN ANGELO
KMAC	SAN ANTONIO
KBRV	SHERMAN-DENISON
KDWT	STAMFORD
KSST	SULPHUR SPRINGS
KXOX	SWEETWATER
KTEM	TEMPLE
KOSY	TEXARKANA
KGKB	TYLER
KVOU	UVALDE
KVWC	VERNON
KVIC	VICTORIA
KWTX	WACO
KTRN	WICHITA FALLS

UTAH

KVNU	LOGAN
KLO	OGDEN
KOAL	PRICE
KOVO	PROVO
KALL	SALT LAKE CITY

VERMONT

WSYB	RUTLAND
WDEV	WATERBURY

VIRGINIA

WBLT	BEDFORD
WKLV	BLACKSTONE
WFHG	BRISTOL
WCFV	CLIFTON FORGE
WCVA	CULPEPPER
WDVA	DANVILLE
WFTR	FRONT ROYAL
WBOB	GALAX
WREL	LEXINGTON
WWOD	LYNCHBURG
WSAP	NORFOLK-PORTSMOUTH
WNVA	NORTON
WJMA	ORANGE
WSSV	PETERSBURG
WPUV	PULASKI
WLEE	RICHMOND
WROV	ROANOKE
WAYB	WAYNESBORO

WASHINGTON

KXRO	ABERDEEN
KPUG	BELLINGHAM
KELA	CENTRALIA-CHEHALIS
KRKO	EVERETT
KWLK	LONGVIEW
KGY	OLYMPIA
KVI	SEATTLE
KNEW	SPOKANE
KUJ	WALLA WALLA
KWNW	WENATCHEE
KYAK	YAKIMA

WEST VIRGINIA

WWNR	BECKLEY
WKOY	BLUEFIELD
WTIP	CHARLESTON
WHAR	CLARKSBURG
WDNE	ELKINS
WVVW	FAIRMONT
WPLH	HUNTINGTON
WLOG	LOGAN
WMON	MONTGOMERY
WAJR	MORGANTOWN
WBRW	WELCH
WTRF	WHEELING-BELLAIRE
WHAW	WESTON
WBTH	WILLIAMSON

WISCONSIN

WHBY	APPLETON
WATW	ASHLAND
WGEZ	BELOIT
WBIZ	EAU CLAIRE
KFIZ	FOND DU LAC
WCLO	JANESVILLE
WLCX	LA CROSSE
WOMT	MANITOWAC
WISC	MADISON
WIGM	MEDFORD
WLIN	MERRILL
WOBT	RHINELANDER
WJMC	RICE LAKE
WFHR	WISCONSIN RAPIDS

WYOMING

KSPR	CASPER
KOVE	LANDER
KOWB	LARAMIE
KPOW	POWELL
KVRS	ROCK SPRINGS
KWYO	SHERIDAN

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City 20. Telephone: Circle 7-8300
Registered Telegraphic Address: NATBROCAST, NEW YORK
For Executives of RCA see page 447. For Executives Television Division, see Telecasting Yearbook.

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Theodore Kupferman, *Attorney*
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Frank Young, *Public Relations Representative*

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Anita L. Barnard, *Manager of Information*

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Harry Woodman, *Manager of Traffic Department*

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Hugh McGeachie, *Assistant Controller*

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George Nixon, *Manager of Engineering Development*
Chester Rackey, *Manager of Audio-Video Engineering*
James Wood, *Manager of Technical Services*

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Elizabeth Haglund, *Supervisor of Placement Section*
Robert de Beer, *Supervisor of Wage & Salary Administration Secton*
Seth Faison, *Supervisor of Employe Services Section*
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Frances Sprague, *Chief Librarian*
Charles Hicks, *Manager of Radio Recording*
Albert Walker, *Manager of Transportation*
Willard Frech, *Cost Accountant for Integrated Services*

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Ross Donaldson, *Supervisor of Literary Rights & Playreading*
Patrick Kelly, *Supervisor of Announcers*
Robert Wogan, *Supervisor of Associate Directors*
Frederick Knopfke, *Supervisor of Sound Effects*
Robert Troy, *Supervisor of Night Operations*

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Helen Davis, *Supervisor of Office Services Division*
George Monahan, *Supervisor of Protection Division*

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William Grainger, *Supervisor of Tour Operations & Promotion Division*
James Gaines, *Supervisor of Ticket Division*

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George MacGovern, *Administrative Assistant*
Walter Scott, *National Radio Network Sales Manager*
Sackett Miles, *Sales Service Manager*

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Van Woodward, *Supervisor of Script Preparation*
Mitchell Benson, *Manager of Contract Administration Office*
Samuel Chotzinoff, *General Music Director*
Ernest La Prade, *Supervisor of Music Research*

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Joseph Meyers, *Manager of Radio News Operations*

PUBLIC AFFAIRS & EDUCATION

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Doris Corwith, *Supervisor of Religious Broadcasts & Talks*
Margaret Cuthbert, *Supervisor of Public Affairs Programs*

TECHNICAL OPERATIONS DEPARTMENT

George McElrath, *Director of Radio Network Technical Operations*
Thomas Phelan, *Manager of New York Radio Technical Operations*
John Flynn, *WNBC Station Engineer*
Paul Gallant, *Supervisor of Radio Broadcasting Operations*
John Gullans, *East Coast International Station Engineer*
Charles Phelan, *Supervisor of Radio Equipment Maintenance*
Edgar Parkhurst, *West Coast International Station Engineer*

OWNED & OPERATED STATIONS

James M. Gaines, *Vice President for the Owned & Operated Stations*
Hamilton Shea, *Controller for the Owned & Operated Stations*
Thomas Rowe, *Assistant Controller*

NATIONAL SPOT SALES DEPARTMENT

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Evelyn Sniffin, *Administrative Assistant*
Robert Leder, *Eastern Manager of Radio Spot Sales*
H. Norman Neubert, *Manager of Sales Development, Advertising & Promotion*

WNBC, WNBC-FM—NEW YORK

Ted Cott, *General Manager of WNBC, WNBC-FM*
Charles Philips, *Assistant Manager of WNBC, WNBC-FM*
Theodore Zaer, *Controller for WNBC, WNBC-FM*
James Hirsch, *Supervisor of Advertising & Promotion*
Winifred Schaefer, *Supervisor of Publicity*
George Wallach, *Supervisor of News & Special Events*
William Rich, *Manager of Radio Sales Department*
John Grogan, *Manager of Radio Program Department*

WMAQ, WMAQ-FM—CHICAGO

Merchandise Mart, Chicago 54, Illinois
Tel. Superior 7-8306

Harry C. Kopf, *Vice President & General Manager*
John Whalley, *Controller*
Thomas Compere, *Attorney—Labor Consultant*
Glenn Uhles, *Supervisor of Personnel & Office Services*
Robert Kendall, *Supervisor of Package Programs & Talent Contracts*
Homer Heck, *Manager of Radio Program Department*
Everett Mitchell, *Agricultural Program Director*
Judith Waller, *Director of Education*
Howard Meyers, *Manager of Radio Sales Department*
John Keys, *Supervisor of Advertising & Promotion*
Leonard Anderson, *Manager of Integrated Services Department*
Harry Ward, *Supervisor of Continuity Acceptance*
George Gilbert, *Supervisor of Guest Relations & Night Operations*
William Ray, *Manager of News, Press, & Public Affairs Department*
Howard Luttgens, *Engineer in Charge*
Theodore Schreyer, *Supervisor of Radio Technical Operations*
Gordon H. Mills, *Manager of Radio Network Sales*

WTAM, WTAM-FM—CLEVELAND

815 Superior Avenue, Cleveland 14, Ohio
Tel. Cherry 1-0942

John McCormick, *General Manager*

KOA, KOA-FM—DENVER

1625 California Street, Denever 2, Colorado
Tel. Main 6211

Charles C. Bevis, *General Manager*

HOLLYWOOD OFFICE

Sunset Blvd. & Vine St., Hollywood 28, Calif.
Tel. Hollywood 9-6161

John K. West, *Vice President—Hollywood*
Lewis Frost, *Asst. to the Vice President & Director of Integrated Services Department*
Thomas McCray, *Director of Radio Network Operations*
Frank Berend, *Manager of Radio Network Sales*
Frank Dellett, *Controller*
Donald Honrath, *Manager of Continuity Acceptance*
Roger Sprague, *Manager of News, Special Events & Sports*
Paul Gale, *Manager of Stations and Traffic Department*
Homer Canfield, *Manager of Radio Program & Public Affairs Department*
Leslie Raddatz, *Manager of Radio Press Department*

(Continued on page 458)

XUM

NBC RADIO

IS

STRICTLY

BUSINESS

a statement by the National Broadcasting Company

The 1951 season saw more innovations in network radio than in any other comparable period of time in the history of the broadcasting industry. We are happy to say that most of these new techniques were introduced and developed by NBC, traditionally the leader in network radio.

While NBC radio has held the lead in developing new and original programs, our major emphasis is on network radio's tremendous selling ability and on ways to adapt its vast, economical audience to the particular needs of *every* national advertiser.

What are these new selling techniques? Here is a partial list:

Tandem Plans 1 and 2
Guaranteed Advertising Attention Plan
National Merchandising Plan
Market Basket Plan

Some of these plans have been in effect for many months; others are brand new. Every one adds greatly to the already tremendous flexibility of network radio as an advertising medium. We believe in total they accurately reflect this policy of the NBC Radio Network: we are in business to build your business.

Among national media, network radio is unique. No other medium or combination of media reaches mass audiences at such low costs as network radio.

And in 1952 NBC radio will continue to foster the advancement of network radio as the *basic* medium for selling America. Our approach is your approach —strictly business. Strictly good business.

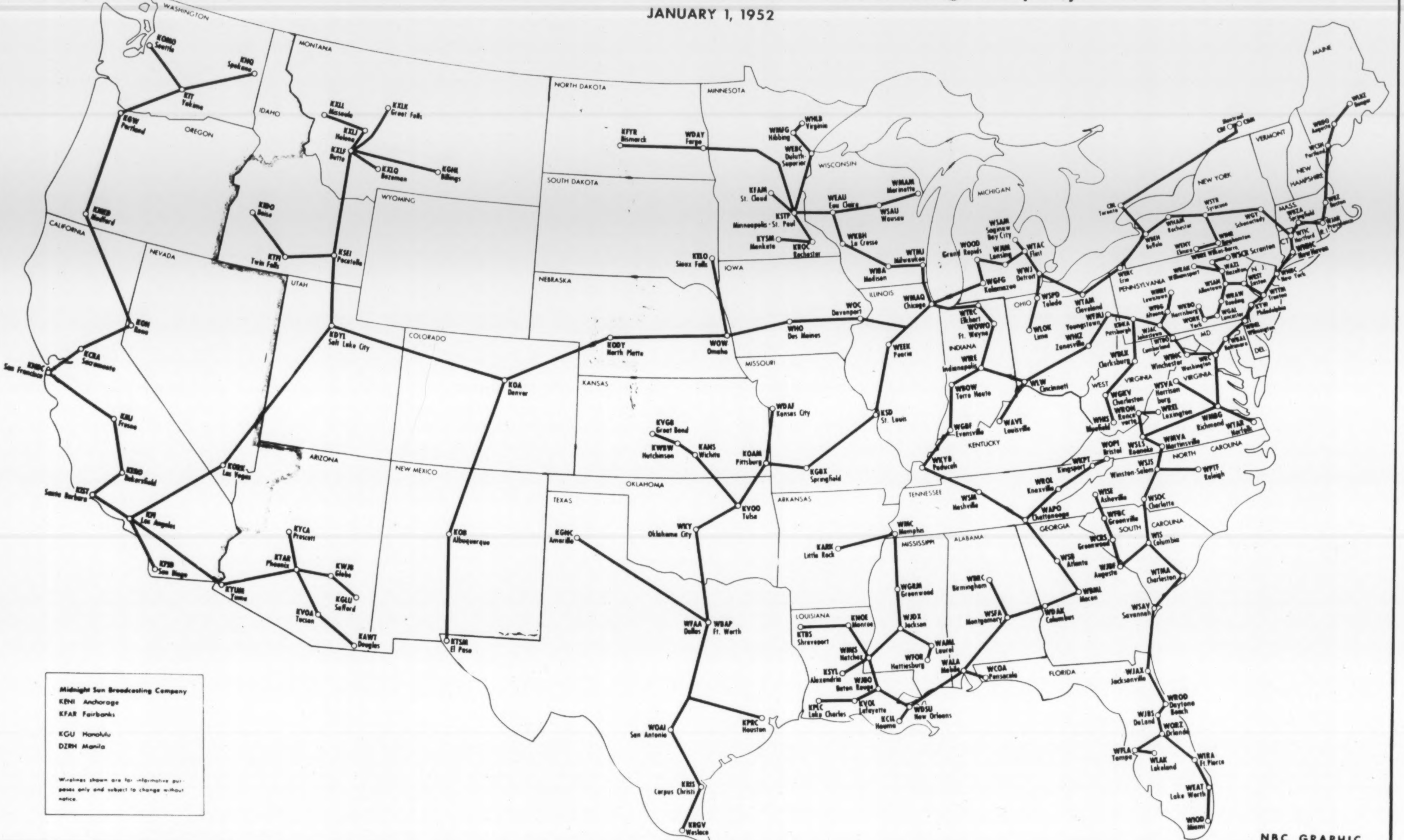
NBC

radio network

a service of Radio Corporation of America

Radio Network Facilities of the National Broadcasting Company

JANUARY 1, 1952


WASHINGTON
KOMO Seattle
KHQ Spokane
KIT Yakima
KGW Portland
OREGON
KMED Medford
CALIFORNIA
KCRA Sacramento
KNBC San Francisco
KMJ Fresno
KERO Bakersfield
KIST Santa Barbara
KFI Los Angeles
KFSD San Diego
NEVADA
KOH Reno
KORK Las Vegas
IDAHO
KIDO Boise
KTFI Twin Falls
KSEI Pocatello
MONTANA
KXLL Missoula
KXLK Great Falls
KXLJ Helena
KXLF Butte
KXLQ Bozeman
KGHL Billings
WYOMING
UTAH
KDYL Salt Lake City
COLORADO
KOA Denver
ARIZONA
KYCA Prescott
KTAR Phoenix
KWJB Globe
KGLU Safford
KVOA Tucson
KAWT Douglas
KYUM Yuma
NEW MEXICO
KOB Albuquerque
KTSM El Paso
NORTH DAKOTA
KFYR Bismarck
WDAY Fargo
SOUTH DAKOTA
KELO Sioux Falls
NEBRASKA
KODY North Platte
WOW Omaha
KANSAS
KVGB Great Bend
KWBW Hutchinson
KANS Wichita
KOAM Pittsburg
OKLAHOMA
WKY Oklahoma City
KVOO Tulsa
TEXAS
KGNC Amarillo
WFAA Dallas
WBAP Ft. Worth
WOAI San Antonio
KPRC Houston
KRIS Corpus Christi
KRGV Weslaco
MINNESOTA
WMFG Hibbing
WHLB Virginia
WEBC Duluth-Superior
KFAM St. Cloud
KSTP Minneapolis-St. Paul
KYSM Mankato
KROC Rochester
IOWA
WHO Des Moines
WOC Davenport
MISSOURI
WDAF Kansas City
KGBX Springfield
KSD St. Louis
ARKANSAS
KARK Little Rock
LOUISIANA
KTBS Shreveport
KNOE Monroe
KSYL Alexandria
WJBO Baton Rouge
KVOL Lafayette
KPLC Lake Charles
KCIL Houma
WDSU New Orleans
WISCONSIN
WEAU Eau Claire
WSAU Wausau
WMAM Marinette
WKBH La Crosse
WIBA Madison
WTMJ Milwaukee
ILLINOIS
WMAQ Chicago
WEEK Peoria
MICHIGAN
WSAM Saginaw Bay City
WOOD Grand Rapids
WJIM Lansing
WTAC Flint
WWJ Detroit
WGFG Kalamazoo
INDIANA
WTRC Elkhart
WOWO Ft. Wayne
WIRE Indianapolis
WBOW Terre Haute
WGBF Evansville
OHIO
WSPD Toledo
WLOK Lima
WTAM Cleveland
WFMJ Youngstown
WHIZ Zanesville
WLW Cincinnati
KENTUCKY
WAVE Louisville
WKYB Paducah
TENNESSEE
WMC Memphis
WSM Nashville
WROL Knoxville
WAPO Chattanooga
WKPT Kingsport
WOPI Bristol
MISSISSIPPI
WGRM Greenwood
WJDX Jackson
WAML Laurel
WFOR Hattiesburg
WMIS Natchez
ALABAMA
WBRC Birmingham
WSFA Montgomery
WALA Mobile
WCOA Pensacola
GEORGIA
WSB Atlanta
WRDW Augusta
WMAZ Macon
WDAK Columbus
WSAV Savannah
FLORIDA
WJAX Jacksonville
WMBR Daytona Beach
WJBS DeLand
WORZ Orlando
WFLA Tampa
WLAK Lakeland
WIRA Ft. Pierce
WEAT Lake Worth
WIOD Miami
SOUTH CAROLINA
WFBC Greenville
WCRS Greenwood
WIS Columbia
WTMA Charleston
NORTH CAROLINA
WISE Asheville
WSOC Charlotte
WSJS Winston-Salem
WPTF Raleigh
VIRGINIA
WMVA Martinsville
WSLS Roanoke
WRON Ronceverte
WREL Lexington
WSVA Harrisonburg
WRVA Richmond
WTAR Norfolk
WINC Winchester
WRC Washington
WEST VIRGINIA
WGKV Charleston
WHIS Bluefield
WBLK Clarksburg
MD
WTBO Cumberland
WBAL Baltimore
DEL
WDEL Wilmington
PENNSYLVANIA
KDKA Pittsburgh
WJAC Johnstown
WFBG Altoona
WMRF Lewistown
WRAK Williamsport
WKBO Harrisburg
WORK York
WGAL Lancaster
WRAW Reading
WSAN Allentown
WAZL Hazleton
WBRE Wilkes-Barre
WSCR Scranton
WERC Erie
KYW Philadelphia
N. J.
WEST Easton
WTTM Trenton
NEW YORK
CBL Toronto
WBEN Buffalo
WHAM Rochester
WSYR Syracuse
WENY Elmira
WNBF Binghamton
WGY Schenectady
WNBC New York
CBF Montreal
CBM
VERMONT
CT
WTIC Hartford
WNHC New Haven
MASS.
WBZA Springfield
WBZ Boston
R. I.
WJAR Providence
NEW HAMPSHIRE
MAINE
WCSH Portland
WRDO Augusta
WLBZ Bangor

Midnight Sun Broadcasting Company
KENI Anchorage
KFAR Fairbanks

KGU Honolulu
DZRH Manila

Wirelines shown are for informative purposes only and subject to change without notice.

NBC GRAPHIC

WNHC *sells...*

WNHC TV sells

connecticut . . .

Success story
follows success story as the rich
Connecticut market (seven of eight
counties practically a captive audience)
responds to televised sales messages from
Connecticut's only TV outlet.
And WNHC-TV sells also in Springfield and
many western Massachusetts and northern
Long Island towns and cities — bonus
selling for the time buyer.

WNHC NBC sells

new haven

An NBC affiliation —
aggressive merchandising — loyal
friendships among retailers, distributors — a proven ability to sell in this
New England community makes it
possible to "deliver New Haven"
every time.

connecticut's first complete broadcasting service

new haven

represented by the Katz Agency

Alabama* FM

gets best sign of...... ..APPROVAL

This "sign" of approval is John Evins' — his testimonial to the pulling power of Birmingham's booming 55,000 watt (E.R.P.) FM voice. He's Promotion Director for Hart-Greer, Inc.—Alabama distributor for Zenith radios and television sets; Kalamazoo and Youngstown kitchen appliances. Mr. Evins got excellent results from sponsorship of the Birmingham Baron baseball games on WSGN-FM in 1951, so he has just signed up for the coming season.

That's proof that WSGN-FM is worth *buying*. Since most WSGN programs are duplicated on WSGN-FM, it's certainly a worthwhile *bonus*.

Further proof: Both local and regional advertisers purchased more advertising on WSGN in 1951 than ever before in our 25-year history.

For complete details, check with our national reps, Headley-Reed.

WSGN-FM

That POWER-ful Station

and WSGN

*Recent survey proves FM coverage in 28 counties, with WSGN-FM having 50% more listeners than the next most-listened-to station. Details on request.

John Evins

(WHBS and WHBS-FM, Huntsville, Ala., available in optional combination at substantial savings.)

WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.

Directory of
AM and FM STATIONS OF THE UNITED STATES

(For complete listing of TV stations see TELECASTING Yearbook)

ALABAMA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ALBERTVILLE							
WAVU 1943	630 500-D	Sand Mt. Bcstg. Co. Box 149 630	LBS North Ala.	Pat M. Courington, p & gm Bob H. Riseling, cm & nd	Mary Gore, pd & wd R. W. Hoffman, ce	Jesse A. Culp, fd Ken McNarron, sd	Wld. AP G
WAVU-FM *1949*	*Ch. 286 (B)* *105.1mc* *4.5kw*						.... *RCA*
ALEXANDER CITY							
WRFS 1947	1050 1,000-D	Piedmont Service Corp. Main St. 1050	KBS Sears & Ayer	James L. Coley, p Lem Coley, g, c & pmm, f & sd	Bob McKinnon, pd & nd	J. W. Whatley, ce	Wld. UP Ray.
WRFS-FM *1949*	*Ch. 291 (B)* *106.1mc* *4.6kw*						.... *REL*
ANDALUSIA							
WCTA 1946	1340 250	Andalusia Bcstg. Co., Inc. P. O. Box 29 844	MBS, KBS	J. Dige Bishop, evp, cm & ce	Kristine Hardage, pd Robert Statham, nd	Howell Pebworth, sd Barbara Nicholison, wd	Wld. AP RCA
WCTA-FM *1950*	*Ch. 251 (B)* *98.1mc* *10.5kw*						.... *Col.*
ANNISTON							
WHMA 1938	1450 250	Anniston Bcstg. Co., Inc. Radio Bldg. 2380	ABC Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm & sd Lurline Smollon, cm	W. Hall Wray, pmm Rose Ponder, pd James A. Hudson, ce	Dewitt Carmichael, nd A. S. Mathews, fd Teena Taylor, wd	Wld. UP Col.
WHMA-FM *1947*	*Ch. 263 (B)* *100.5mc* *3.65kw*						.... *GE*
WSPC 1949	1390 5,000-LS 1,000-N DA-N	Model City Bcstg. Co. Jefferson Davis Hotel 1850	MBS Walker	Stanton B. Ingram, p W. S. Weatherly, gm John M. Orrison, cm	Robert W. Bandy, pd (Mrs.) Sara F. Jackson, pmm	Thomas B. Atkins, ce Earl Carter, nd Rosebud Waldrop, wd	St. AP Col.
ATHENS							
WJMW 1948	1010 250-D	Athens Bcstg. Co. P. O. Box 386 565	LBS	Homer F. Dunnavant, p, g & cm	Robert V. Dunnavant, pd, pmm, n, f & sd	William G. Mitchell, ce Virginia Miller, wd	Cap. AP G
ATMORE							
WATM 1949	1580 250-D	Southland Bcstg. Co. Box 205 50	Southeastern	John B. McCrary, p Everett M. McCrary, gm	Bruce Shell, pd Cyril W. Reddoch, ce	Lillian Miller, office m	.... UP Col.
AUBURN							
WAUD 1947	1230 250	Auburn Bcstg. Co. Montgomery Highway 1240	LBS Devney	Elmer G. Salter, p, g & cm & sd	Earl Andrews, pd, pmm, n & fd	Ted Bellon, ce Lynn Grund, wd	Wld. AP G
BESSEMER (Birmingham)							
WBCO 1950	1450 250	The Bessemer Bcstg. Co., Inc. 1720 Third Ave., N., Birmingham 5-5241	Clayton	J. E. Lanier, p & gm	Kenneth L. Wood, bus & sls m	William B. Faush, pd Jack Warden, ce	L-W INS Ray.
WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 5-3281	Interstate United News-papers	George Johnston Jr., p James E. Connolly, gm Otis Dodge, cm	Jane Martindale, pd Bill Borthwick, pmm Maurice E. McKinney, ce Ganus Scarborough, nd	Truman Puckett, fd Bob Umbach, sd Sally Gordon, wd	.... INS G
WJLN(FM) *1948*	*Ch. 284 (B)* *104.7mc* *23kw*	*(WJLD, AM Affiliate)*					.... *RCA*
BIRMINGHAM							
WAPI 1922	1070 5,000 DA-N	Voice of Alabama Inc. 701 Protective Life Bldg. 3-8116	CBS Radio Sales	Ed Norton, chmn. of bd. Thad Holt, p & treas. E. H. Mitchell Jr., bus. m	Lionel Baxter, radio operations, c & pmm, pd & nd James L. Evans, ce	Maury Farrell, sd Mimi Dennis, wd N. S. Hurley, asst. ce	Wld. UP WE
WAFM(FM) *1947*	*Ch. 258 (B)* *99.5mc* *53kw*	*(WAPI, AM Affiliate)*					
WAFM-TV 1949		Voice of Alabama Inc. 701 Protective Life Bldg.		(For full information see TELECASTING Yearbook)			
WBRC 1925	960 5,000 DA-N	Birmingham Bcstg. Co. 1727½ 2nd Ave., N. 4-7741	NBC Raymer	Eloise S. Hanna, o & p G. P. Hamann, gm & tech. d D. D. Campbell, cm	J. T. Orr, pmm Don Norman, fd W. H. McCain, pd & nd	Richard Hawley, sd Mary Badham, wd	St., L-W AP, INS RCA
WBRC-TV 1949		Birmingham Bcstg. Co. 1727½ 2nd Ave., N.		(For full information see TELECASTING Yearbook)			
WEDR 1949	1220 1,000-D	Magic City Bcstg. Co., Inc. 1417 4th Ave., N. 4-4523	McGillvra	J. L. Doss, ptnr. Leah L. Doss, ptnr. John A. Thompson, ptnr. & gm	(Mrs.) Carolyn Mardis, pd John F. Cram, ce	Walter Anglin, sd Mrs. R. J. Pope, wd	.... UP Ray.
WILD 1945	1490 250 (CP) 850 5,000-LS 1,000-N DA-N	Pilot Bcstg. Corp 3427 27th Ave., N 4-4511	MBS	Roy M. Hofheinz, p Gerard N. Irwin, gm	Charles White McGehee, pd	Ray Lowery, ce Gabby Bell, sd	.... G
WJLN(FM)		(See Bessemer, Ala. Listing)					
WLBS 1946	900 1,000-D	WLBS, Inc. 216½ 21st St., N. 54-2541	LBS	Mary Gorman, gm	Ed Rayfield, pd	Ralph Dennis, ce	
WSGN 1926	610 5,000-LS 1,000-N DA	The Birmingham News Co. P. O. Box 2553 4-3434	ABC Alabama Headley-Reed	Henry P. Johnston, mgng. d. J. Harry Callaway, m of gen. sls.	Robert D. Williams, pd James Chenoweth, pmm J. V. Sanderson, ce	Gene Procter, nd Boyd Evans, fd Bill Ward, sd	.... AP RCA
WSGN-FM *1947*	*Ch. 229 (B)* *93.7mc* *55kw*						

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated.

*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share time. Complete key to abbreviations, page 6.*

ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BIRMINGHAM (Cont'd)							
WVOK 1947	690 50,000-D DA	Voice of Dixie, Inc. P. O. Box 2468 6-2924	Radio Reps.	Iralee W. Benns, p & gm C. M. Brennan, vp W. E. Benns Jr., secy-treas.	William J. Brennan, c & pmm & ce	Ira Leslie, pd Dan Brennan, nd Fred Wamble, fd	Cap. UP ....
BREWTON							
WEBJ 1947	1240 250	Brewton Bcstg. Co. Brewton 1000	MBS, KBS Dora-Clayton	W. Emmett Brooks, p & gm	W. E. Brooks Jr., vp Bolling Brooks, cm	Charles E. Land, pd R. D. Craig, ce	Cap., SES. AP G
CARROLLTON							
WRAG 1951	590 1,000-D	Pickens County Bcstg. Co. Box 128 2364	Southeastern	Roth E. Hook, co-o & ptnr. W. E. Farrar, co-o & ptnr.	Charles W. Stratton, gm Peggy Jones, cm & wd	Noel Pass, pd, pmm & sd Herb Guthrie, ce	Wld. UP G
CLANTON							
WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. P. O. Box 110 448	KBS Clark	Dr. J. Kelley Robinson, p Robert B. Taber, g, c & pmm & nd	Helen Parrish, pd & wd Lester Carter, ce	Jim Popwell, sd	Wld. AP G
CULLMAN							
WFMH 1950	1300 1,000-D	The Voice of Cullman 206 Second Ave., E 910		B. C. Eddins, gm			Assoc. AP
WFMH-FM	*Ch. 265 (A)* *100.9mc* *0.43kw*						
WKUL 1946	1340 250	Hudson J. Millar, Jr. Box 211 863	KBS, LBS Alabama	Hudson J. Millar Jr., p, g, c & pmm	Evelyn Buettner, pd & wd Arthur Bachmann, ce	Leon Murphree, fd Ralph Mann, sd	Wld. UP WE
DECATUR							
WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991		Barrett C. Shelton, chief exec. John H. Jones, chief exec.	Louis C. Blizzard, g & cm, & nd Jim Fouts, pd, pmm & fd	Melvin Cryer, ce Joe Vincent, sd George Rose, wd	Thes. UP WE
WHOS-FM *1951*	*Ch. 223 (B)* *92.5mc* *7kw*						.... *RCA*
WMSL 1935	1400 250	Tennessee Valley Bcstg. Co. 522 Bank St. 802	MBS, KBS	Frank Whisenant, p & gm Cletus Quick, cm, pd, pmm & nd	Garlan Sandlin, ce Wayne Sims, sd	Marjorie Nelson, wd	Wld. AP G
DEMOPOLIS							
WXAL 1947	1400 250	Demopolis Bcstg. Co., Inc. P. O. Box 261 400	MBS, KBS	William M. Jordan, p & gm	Henry J. Bley, cm Leo Hart, pd	Austin Caldwell, ce & sd	Wld. AP RCA
DOTHAN							
WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-9100	MBS McGillvra	Julian C. Smith, gm Fred C. Moseley, cm	Arthur Creamer, pd, n & sd	Lamar Trammell, pmm & fd John T. Hubbard, ce	Wld. AP G
WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 34100	ABC Shepp-Reiner Cummings	Jess Swicegood, p, g & cm Earl Hutto, pd & sd	Wayne Moseley, asst. & pmm, & nd	Charles Lawshe, ce Joe Holloway, fd	.... UP Ray.
WOOF 1948	560 1,000-D (CP) 5,000-D	Dowlander Bcstg. Co. 110 South Foster St. 2-560-0	KBS Sears & Ayer	R. A. Dowling, p, pd Agatha Barnes, office m	Johnny LaCarter, cm	Woodrow Dunlap, ce	.... UP G
ENTERPRISE							
WIRB 1948	1230 250	Wiregrass Bcstg. Co. Enterprise 30		R. E. James, ptnr. R. M. Stanford, ptnr.	J. W. Gardner, gm Helen McClellan, pd	E. L. Hein, ce	L-W UP G
EUFAULA							
WULA 1948	1240 250	Alabama-Georgia Bcstrs. Radio Bldg. 744	MBS, KBS Southeastern Dora-Clayton	E. B. Fussell, o	Lee S. Bullis, g & cm, pd, pmm	Hugh G. Chastain, ce	Wld. UP Col.
FAYETTE							
WWWF 1949	990 1,000-D	Bankhead Bcstg. Co., Inc. Jasper, Ala. 100	KBS Tri-W	W. W. Bankhead, p James Reese, gm	Don Moore, ce Jack Black, cm, n & fd	Hugh Hughes, sd	.... UP Col.
FLORENCE							
WJOI 1946	1340 250	Florence Bcstg. Co., Inc. 850 S. Court St. 2608	ABC Alabama	Joe T. Van Sandt, p & gm Harry Hearst, cm	Pat Slotton, pd, pmm, n, f & wd	Paul Shannon, ce Pete Bingham, sd	.... G
WMFT 1945	1240 250	Tri-Cities Bcst. Co. 800 Cypress Mill Rd. 42	KBS, LBS	Milton S. Killen, p James L. Garrett, vp, gm & fd	Len Hensel, c & pmm Tom York, pd, n & sd	Larry Rohling, ce Virginia Baker, wd	.... AP G
FORT PAYNE							
WFPA 1950	1400 250	Killian Bcstg. Co. Stallworth Bldg. 850		James L. Killian, gm	Jack Dobbs, sm	James Bell, cm	L-W AP
WZOB 1950	1250 1,000-D	Glenn M. Gravitt P. O. Box 255 1096		Glenn M. Gravitt, p & gm John B. Gravitt, c & pmm	Lester Haston, pd Jess R. Moore, ce, n & fd	Ted Kirby, sd Olive Plunkett, wd	Thes. UP WE
GADSDEN							
WETO 1950	930 1,000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201	McGillvra	Edwin H. Estes, ptnr. & gm	Cary L. Graham, ptnr. Mac M. Thomas, cm	Weston Britt, pd Calvin C. Williamson, ce	Cap AP WE
WGAD 1947	1350 5,000-LS 1,000 DA-2-N	Coosa Bcstg. Co., Inc. Phillipson Bldg. 5641	ABC General Adv. Service	Curtis Delamar, p & gm J. P. Kirby, cm Frances Seale, pd	H. D. Williams, ce James H. Young, nd	Neal Miller, fd James Stewart, sd	Cap. UP ....
WGWD 1947	570 1,000-D	G. W. Covington Jr. Estate P. O. Box 128 6-6301	Dora-Clayton	Leon Lloyd, gm			Assoc.

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Do you know what a "Hush Puppy" is?

We do!

Do you know how to say "you all"?

We do!

Do you know the Programs Southerners like?

We do!

Voice of Dixie

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New York, Chicago,
Hollywood

ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
GADSDEN (Cont'd)							
WJBY 1928	1240 250	Gadsden Bcstg. Co., Inc. 108 Broad St. 6-3381	MBS Alabama Sears & Ayer	Bascom H. Hopson, p	Beatrice Tate Benton, gm & pd	Sam A. Benton, cm Glen Nichols, ce	.... INS ....
WJBY-FM *1948*	*Ch. 279 (B)* *103.7mc* *2.45kw*						.... *Fed.*
GREENVILLE							
WGYV 1948	1400 250	Greenville Bcstg. Co. Box 227 585	LBS	William H. Miller Jr., g, c, & pmm, pd, n, f, s & wd	W. H. Beaver, ce		Wld. AP G
GUNTERSVILLE							
WGSV 1950	1270 1,000-D	Guntersville Bcstg. Co., Inc. Box 32 4201	KBS	H. E. Moore, p Edward Z. Carrell, g, c & pmm	Ray McClendon, pd, n & sd	Lavelle Jackson, ce	Thes. UP Ray.
HALEYVILLE							
WJBB 1949	1230 250	Haleyville Bcstg. Co. P. O. Box 307 389	MBS	William G. Harris, p, gm & ce	Ruth Harris, cm Larry Brent, pd, n & sd	Boots Barber, pmm & wd James Allday, fd	Cap. UP RCA
HAMILTON							
WERH 1950	970 1,000-D (CP) 5,000-D	Marion County Bcstg. Corp. Hamilton 120	LBS Southeastern McGillvra	Hugh J. Fite, p, gm, pd & pmm Charles B. Tucker, cm, ce & sm	Clara Jean Green, secy-treas., wd & mus. d	Johnnie Lott, nd Bill Gregory, f & sd	L-W, SES. AP Ray.
HUNTSVILLE							
WBHP 1937	1230 250	Wilton H. Pollard 318 W. Clinton St. 313	MBS, KBS North Alabama	W. H. Pollard, p, g & cm	Grady M. Reeves, pd, pmm, n & sd	James Potter, ce	.... UP ....
WFUN 1946	1450 250	Huntsville Bcstg. Co., Inc. 410 W. Holmes St. 2423	LBS Sears & Ayer	J. B. Falt Jr., p, g & c, & pmm	John Garrison, secy-treas., sm, pd, ce, n, f & sd	Pat Blades, wd	.... AP G
WHBS 1946	1490 250	The Huntsville Times Co., Inc. Huntsville 2345	ABC Headley-Reed	John F. Neal, gm Joe Sims, cm	Jay Shepherd, pd & nd Bill Meeks, pmm	Dave Williams, ce Fred Digesu, sd	.... AP WE
WHBS-FM *1947*	*Ch. 236 (B)* *95.1mc* *16kw*						.... *RCA*
JACKSON							
WPBB 1950	1290 1,000-D	Jackson Bcstg. Co. Box 35 2413	KBS, LBS	T. H. Gaillard Jr., p, g & cm	Charles Ballas, pd & fd Ben Briggs, pmm, n & sd	E. A. Allen, ce Dora Lee Clay, wd	.... AP Col.
JASPER							
WWWB 1946	1240 250	Bankhead Bcstg. Co. Bankhead-Long Bldg. 100		James E. Reese, exec.d	William C. Edgemon, m		 AP ....
LANETT							
WRLD 1944	1490 250	Valley Bcstg. Co., Inc. 602 Cherry St. 2-2771	ABC, KBS McGillvra	J. C. Henderson, p Paul Reid, gm	Aileen Love, pd Jay Lamb, pmm	R. R. Magill, ce	Thes. AP WE
WRLD-FM *1948*	*Ch. 275 (B)* *102.9mc* *10kw*						.... *RCA*
MARION							
WJAM 1951	1310 1,000-D	Neely Bcstg. Co. Marion 2981		L. M. Neely Sr., ptnr. Kathleen W. Neely, ptnr.	L. M. Neely Jr., gm	Erle Hanna, sm	Cap. AP G
MOBILE							
WABB 1948	1480 5,000 DA-N	Mobile Press Register Inc. 304 Government St. 3-1551	ABC, MBS Branham	R. B. Chandler, p W. J. Hearin, exec. vp D. H. Long, g & cm	Paul Boles, pd Phil Forrest, pmm Wm. Murphy, ce	J. B. Titterman, sd G. R. Brock, wd	Wld. UP WE
WABB-FM *1948*	*Ch. 271 (B)* *102.1mc* *51kw*						
WALA 1930	1410 5,000 DA-N	Pape Bcstg. Co., Inc. 210 Government St. 3-3756	NBC Headley-Reed	W. O. Pape, p H. K. Martin, gm Al Treadway, cm	Al Holman, pd & nd W. B. Pape, pmm	R. B. Hurley, ce James McNamara, sd	St. AP RCA
WKAB 1947	840 1,000-D	Pursley Bcstg. Service Mobile 76345	LBS Forjoe	Louise P. Pursley, p R. H. Moore, cm J. T. Jackson, pd	J. H. Johnson, pmm H. E. Miller, ce	Ross Smitherman, sd (Mrs.) B. Mieklejohn, wd	....
WKRG 1946	710 1,000-LS 500-N DA-N	Kenneth R. Giddens & T. J. Rester P. O. Box 1184 2-6789	CBS Young	Kenneth R. Giddens, p F. E. Busby, g & cm	John Neal, pd Shirley Rester, pmm	Richard Cole, ce	L-W AP RCA
WKRG-FM *1946*	*Ch. 260 (A)* *99.9mc* *3kw*						.... *WE*
MONROEVILLE							
WMFC (CP)	233 (B)	The Monroe Bcstg. Co.		Jimmy Faulkner, ptnr.	Bill Stewart, ptnr.		
MONTGOMERY							
WAPX 1941	1600 1,000 DA-N	United Bcstg. Co., Inc. 116 Catoma St. 3-7569	ABC Walker	Thomas E. Martin, p & gm Hoke S. Williford, c & pmm	Louise Martin, pd Owen Lehr, ce Charlie Davis, nd	Crawford Rice, fd Dave Manners, sd Helen Niles, wd	L-W UP RCA
WBAM (CP)	740 50,000-D DA	Deep South Bcstg. Co. c/o Mrs. J. F. Richardson, Pres. R.F.D. 3, La Grange, Ga.					
WCOV 1938	1240 250	Estate of G. W. Covington Jr. 5781	CBS Taylor	Hugh M. Smith, gm Joe Petranka, cm Walter Spiro, pd & sd	O. M. Teate, pmm W. L. Weatherly, ce	Ray Hardin, nd Dorothy Armand, wd	Cap. UP Col.
WCOV-FM *1948*	*Ch. 233 (B)* *94.5mc* *4.1kw*						.... *GE*

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WJJJ 1948	1170 10,000-LS 1,000-N DA-2	Southern Bcstg. Co., Inc. 115½ Commerce St. 3-4471	MBS Weed	Joseph G. Mathews, p John C. Hughes, gm H. A. McLendon, cm	E. Caldwell Stewart, pd E. J. Duke, pmm A. Fred Wright, ce	Red Ryan, nd Ed Brown, fd Paul Raymon, sd	Thes. UP Ray.
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. No. 4 S. Perry St. 5245	LBS Meeker Dora-Clayton	Dr. S. D. Suggs, p Mrs. Francis S. Sewell, vp	Thomas W. Sewell, g & cm Roberta Frost, pd Felix Robertson, pmm, n & sd	John L. Lamar, ce Crawford Roquemore, fd Dot Conway, wd	.... G
WSFA 1930	1440 5,000-LS 1,000-N DA-N	Montgomery Bcstg. Co., Inc. P. O. Box 1031 8361	NBC Headley-Reed	Howard E. Pill, p David E. Dunn, asst. to p Wm. W. Hunt, cm Julia Looney, natl slm	Lee Gooch, pd Wilson Carnes, fd Alice Mayfield, pmm & wd	Cliff Shelkofsky, ce Marguerite Daniel, nd Dick Reid, sd	Wld. AP

MUSCLE SHOALS

WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. P. O. Box 230, Sheffield 1450	MBS Devney	Frank M. Farris Jr., o & p	William A. Reeves Jr., gm & nd George Manush, pd & sd	Melvin G. Hunt, act. ce Grace Fisher, wd	Wld. UP ....

OPELIKA

WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS, KBS	John C. Cooper Jr., gm Edgar J. Turk, cm	G. E. Snyder, pd John E. Smollon, ce	William Kennedy, n & sd Margaret Ramsay, wd	Thes. UP Col.

ROANOKE

WELR 1949	1360 1,000-D	Roanoke Bcstg. Co. 801 Main St. 410	Clayton	J. W. Buttram, m	John Hodges, pd		

RUSSELLVILLE

WWWR 1949	920 1,000-D	Bankhead Bcstg. Co., Inc. Jasper 100	KBS Tri-W	Walter Will Bankhead, p James E. Reese, m of opers.	Hal Kirby, g & cm & sd James W. Elliott, pd & nd	Charles G. McLellan, ce & fd	.... UP Col.

SCOTTSBORO

WCRI 1951	1050 250-D	Pat M. Courington P. O. Box 394	LBS Tennessee Valley	Pat M. Courington, o Eaton P. Govan Jr., m, cm & fd	Lila Jean Keller, pd James G. Wallace, ce	William P. Williams, n & sd Vinette B. Govan, wd	Wld. AP G
WROS (CP)	1330 1,000-D	Mrs. Rose M. Kirby Scott St. 701		Rose M. Kirby, ptnr.	Hugh T. Kirby, ptnr.		

SELMA

WGWC 1946	1340 250	Estate of G. W. Covington Jr. Box 686 2746	CBS Holman	John F. Townshend, g & cm & ce	(Mrs.) Marie Luker, pd		Cap. .... G
WHBB 1935	1490 250	Selma Bcstg. Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson, p Julien Smith Jr., g & cm	Bill Hoops, pd Erin Reynolds, pmm	T. F. Kelly Jr., ce Katy Cothran, wd	.... Col.

SHEFFIELD

WSHF (CP)	1380 1,000-D	Daylight Bcstg. Co.		Richard B. Biddle, p			

SYLACAUGA

WFEB 1945	1340 250	Alabama Bcstg. Co. Inc. 527 N. Broadway 2-3281	MBS, KBS Alabama	E. E. Forbes Sr., p George W. Carr, g, c & pmm, pd & sd	Maurice Estes, ce Conrad Pickren, nd	James McKay, fd Helen Carter, wd	.... UP ....
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co. Inc. 11½ W. 2nd St. 2-4354		Curtis O. Liles, p & gm Howard M. Peters, cm	Robert M. Duck, pd & pmm	John F. Norris, ce	.... AP Ray.

TALLADEGA

WHTB 1945	1230 250	Voice of Talladega Inc. Sylacauga Highway 2205	MBS, KBS	R. A. Davidson, p, gm & sd Myron T. Snoddy, cm	Alma Marie Haynes, pd Lee Whitehurst, pmm Johnny Mack Driskill, pdm	John Lester Fisher, ce Frank Haynes, fd	Cap. AP Col.

TROY

WTBF 1947	1490 250	Troy Bcstg. Corp. College Drive 980	MBS, KBS	J. Roy Crow, p Jess L. Jordan, gm	Robert Tolbert, cm Joe Gilchrist, ce	Ace Dudley, sd	Wld., SES. AP WE

TUSCALOOSA

WJRD 1936	1150 5,000-LS 1,000-N DA-N	Mrs. Wilhelmina Doss First Nat'l Bank Bldg. 4464	LBS Walker	(Mrs.) Wilhelmina Doss, o & gm Dick Biddle, asst. m	L. M. Mayer, cm Charles Welsh, pd, pmm & nd	J. G. Cobble, ce LeRoy Paul, sd Nellie Drake, wd	Wld. UP G
WNPT 1951 (Northport)	1280 1,000-D	West Alabama Bcstg. Co. P. O. Box 181 8-2765	West Alabama	William G. Harris, m	Ruth Harris, cm Jimmie Thompson, pd	T. H. Todd, tech. sup.	L-W .... Col
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg. 5523	MBS Sears & Ayer	Bert Bank, ptnr. & gm Lamar Brouscomb, ptnr. Jeff Caleuran, ptnr.	Bob Chisholm, cm Neil Lovett, pd & pmm T. H. Todd, ce	Barry Collins, nd Hugh Thomas, sd Louise Broderick, wd	Thes. AP RCA

ARIZONA

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BISBEE							
KSUN 1933	1230 250	Carleton W. Morris Drawer C Lowell, Ariz. 9	MBS Don Lee Ariz. Net. Blair	Carleton W. Morris, o Arlo Woolery, gm	Raymond Helgesen, pd John Harris, ce	Lou Evans, ne	Wld. UP ....
CLIFTON							
KCLF 1950	1400 250	Dwight Harkins Enterprises Inc. Box 548 320	LBS	Dwight Harkins, (Amusement Enterprises, Inc.) p Chet Darwin, g & cm, n & sd	Frank Toomey, m & ce Russ Wonnacutt, pd & pmm	Johnny Walker, fd	.... UP Col.
COOLIDGE							
KCKY 1948	1150 1,000 DA-N	Gila Bcstg. Co. Main at Roosevelt Sts. 4451	CBS Forjoe	William F. Parady, gm Kenneth Hooker, cm & sd	Jim Murdock, pd & nd Bill Jackson, pmm	Roland Wiseman, ce Daphne Millwee, wd	SES. UP WE
DOUGLAS							
KAWT 1946	1450 250	Carl Morris Box 1118 173	NBC Ariz. Bcstg. Raymer	Carl Morris, p Glenn B. Webber, gm	Jack Murphy, cm	Jack French, pd	Cap. .... WE
FLAGSTAFF							
KCLS 1950	1340 250	Saunders Bcstg. Co. 110 W. Birch 946		Charles J. Saunders, o, g c & pmm, n & fd	Dorthy Saunders, pd & wd	Charles McNeall, ce & sd	.... AP Ray.
KGPH 1950	1230 250	Frontier Bcstg. Co., Inc. Weatherford Hotel 51	LBS Forjoe	A. S. Holm, gm E. C. Phillippi, cm Alan J. Gardiner, ce	Mary Jane Phillippi, pd & wd Jack Willis, nd	Bill Brechan, fd Mark Sapp, sd	Cap. AP GE
GLOBE							
KWJB 1938	1240 250	Gila Bcstg Co., Inc. Globe 41	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Willard Shoecraft, sm	Eric L. Manola, cm Robert E. Hawkins, pd & pmm	Mathew M. Burak, ce	St. AP ....
KINGMAN							
KGAN 1949	1230 250	J. J. Glancy P. O. Box 1208 Blue 462	LBS	J. J. Glancy, p	Kathlene Covarrubias, cm	Donald Cummings, ce	SES. UP RCA
MESA							
KTYL 1947	1310 1,000-LS 500-N DA-N	Sun Valley Bcstg. Co. P. O. Box 885 5737		Dwight Harkins, p & gm Lorenzo Lisonbee, cm Jack Harris, pd	Dick Gilbert, pmm Bill Harrison, ce Ben Smith, nd	Jim Brookbank, sd Marg Curtis, wd	St. UP G
KTYL-FM *1950*	*Ch. 284 (B)* *104.7mc* *50kw*						.... *Col.*

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MARKET
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MUTUAL DON LEE

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KTUC - - - TUCSON - 1400 kc.
KSUN - - - BISBEE - 1230 kc.
KYMA - - - YUMA - 1400 kc.

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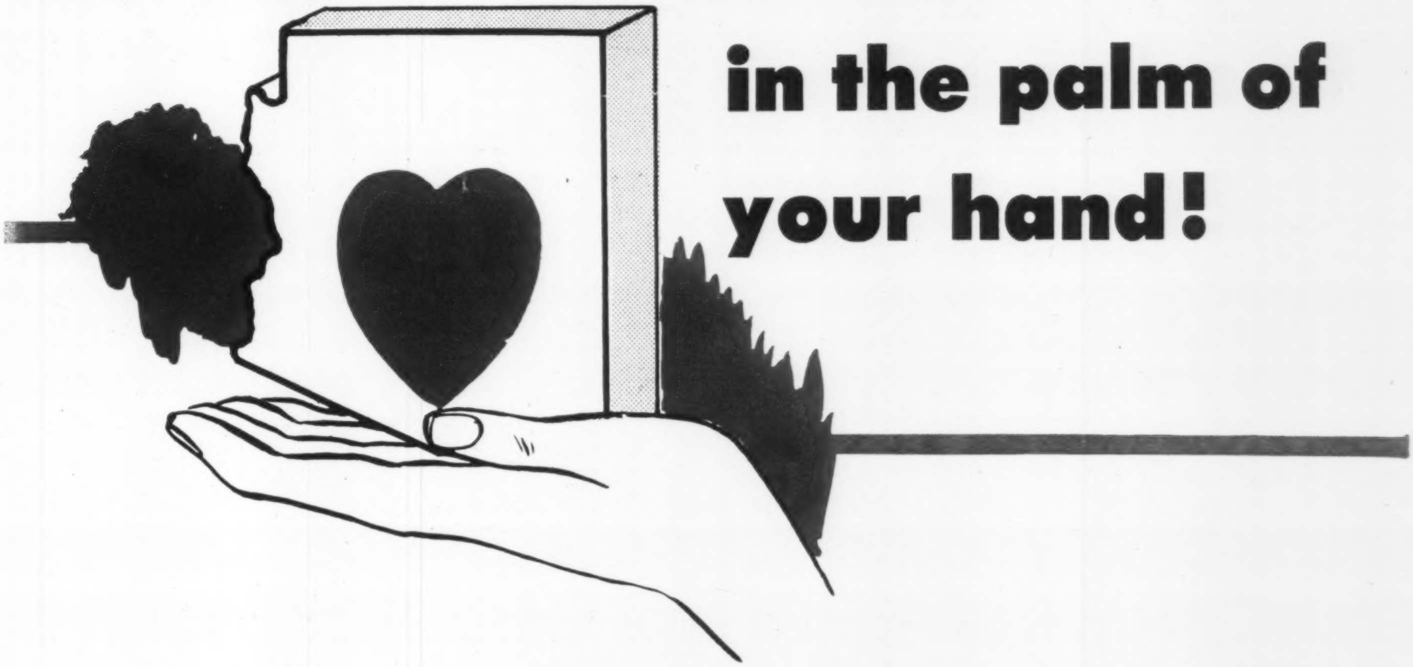

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KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's richest area. comprising 75% of the State's population.

ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NOGALES							
KNOG 1948	1340 250	Border Bcstg. Co. Inc. Nogales 770	O'Connell	Robert Marcus, p Samuel Marcus, vp & gm	Ben Greenhaw, ce Jim Mansfield, sd	Elta Derrick, wd	Wld. UP WE
PHOENIX							
KIFN 1949	860 250-D	Western Bcstg. Co. 1975 S. Central 3-6155	Oakes	Frank P. Redfield, p & gm John K. Redfield, cm	Pedro Moraga, pd, n & sd Edgar B. Pool, ce	Laurie Lopez, wd	SES. UP G
KOOL 1947	960 5,000 DA-N	Maricopa Bcstrs. Inc. Adams Hotel 8-6421	CBS Radio Net. of Arizona Hollingbery	Gene Autry, p Charles H. Garland, gm George Agnew, cm	Lew Lowry, pd & sd Thomas Keeland, pmm & asst. m Miles F. Shepherd, ce	Frank James, nd Homer Lane, fd Dee Junker, wd	St. UP RCA
KOY 1922	550 5,000-LS 1,000-N	KOY Bcstg. Co. 840 N. Central Ave. 4-4144	MBS Don Lee Ariz. Net. Blair	John L. Hogg, p & cm Albert Johnson, m & pmm John R. Williams, pd	Clifford R. Miller, ce William J. Lester Jr., pdm Paul Gribben, co-nd	Harvey Mott, co-nd Ernie Douglas, fd Bill Close, sd	Wld. UP WE
KPHO 1943	910 5,000 DA-N	Phoenix Bcstg. Inc. 631 N. First Ave. 4-7367	ABC Petry	John C. Mullins, p & gm	Chas. F. Montano, cm Francis (Bud) Murphy, pd	George L. McClanathan, ce	.... AP WE
KPHO-TV 1949		Phoenix Television Inc. 631 N. First Ave.		(For full information see TELECASTING Yearbook)			
KRIZ 1950	1230 250	Howard M. Loeb 2345 Westward Blvd. 4-8436	LBS Burn-Smith	Howard M. Loeb, p, gm & nd Sheldon Engel, cm	Ray Odom, pd & sd Guy DiAngelis, pmm James Groll, ce	Bill Lewis, pdm Madeline Wise, wd	.... UP GE
KRUX 1947	1340 250	Radio Arizona Inc. 1441 N. First St 2-2371	Cooke West Coast Radio Sales	Allerton Cushman, o & gm Jack C. Goodsell, sm Charles E. Schleuter, slm	Herman Ackerman, pd Robert Jarvis, acct. exec. Marvin Edwards, ce	Larry Geraghty, nd Ed de Forest, sd Anne Brock, wd	Assoc. UP Col.
KTAR 1922	620 5,000 DA-N	KTAR Bcstg. Co. 711 Heard Bldg. 4-4161	NBC Ariz. Bcstg. Raymer	John J. Louis, chmn. of bd. Richard O. Lewis, p & gm E. W. Harvey, vp & cm A. C. Anderson, vp & ce	B. R. Fulbright, secy-treas. Rol Laughner, pd & fd Robert Pollard, pmm	John Snow, nd John Harrington, sd Effie Cooke, wd	Cap., St., Thes. AP WE
PRESCOTT							
KYCA 1940	1490 250	Southwest Bcstg. Co. P. O. Box 1631 244	NBC Raymer	Harold Ritter, p & gm	Roberta M. Pfister, pd	John E. Nagley, ce	.... AP ....
SAFFORD							
KGLU 1938	1480 1,000	Gila Bcstg. Co. 520 Main St. 15	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Edward E. Furman, cm	Lester McBride, pd Harl Barnett, pmm Mark H. Webb, ce	Otis E. Whelan, n & fd L. M. Whittaker, sd Bonita McBride, wd	Thes., Wld. AP WE

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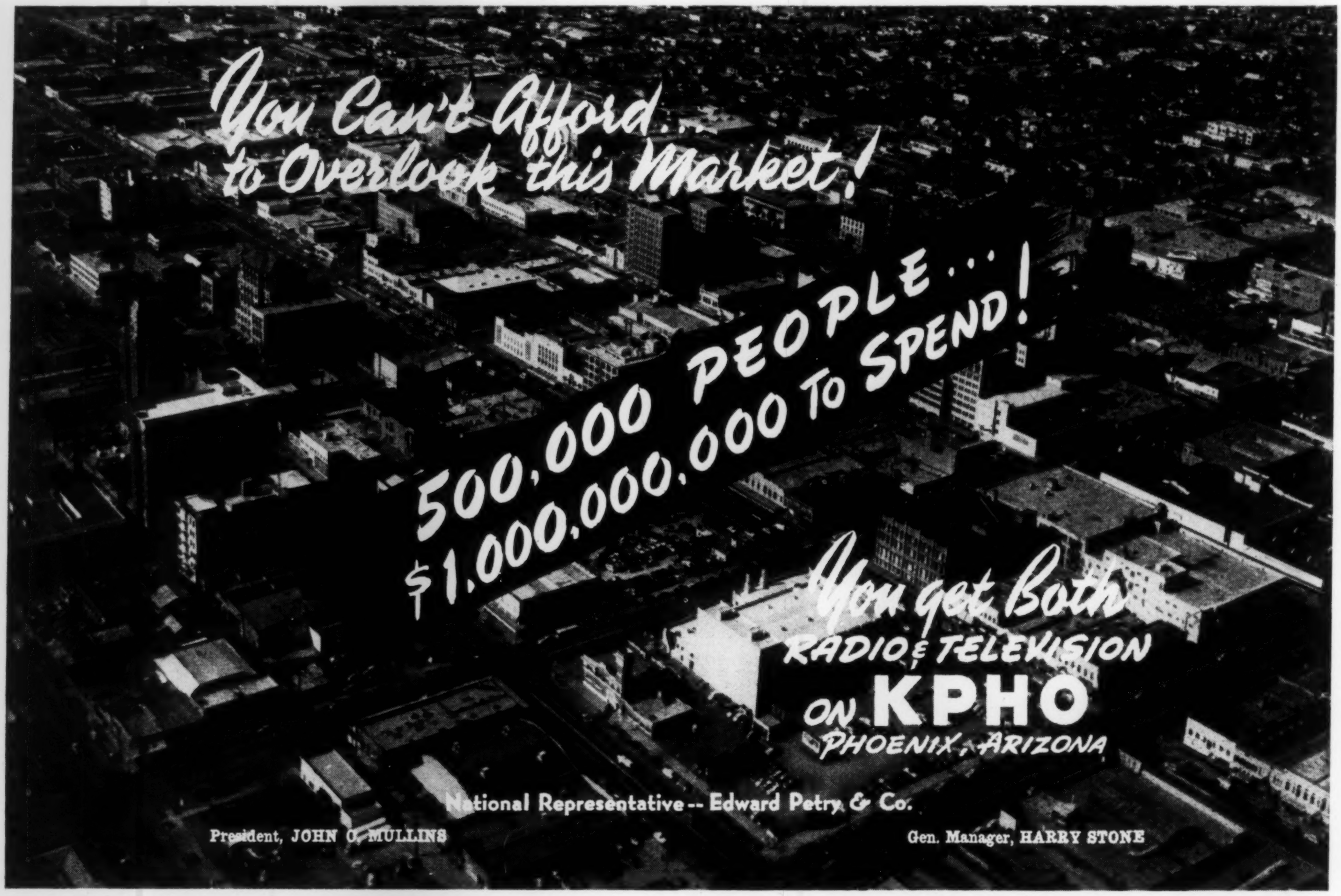

Growing Larger
BY the DAY
KTAR... Phoenix 5000 W-620 KC
KVOA... Tucson 1000 W-1290 KC
KYUM... Yuma 1000 W-560 KC
KGLU... Safford 1000 W-1480 KC
KWJB... Globe 250 W-1240 KC
KYCA... Prescott 250 W-1490 KC
KAWT... Douglas 250 W-1450 KC
KTAR
NBC
30th YEAR

Market-wise, too!

Arizona's Grand Canyon is being widened and deepened at the rate of more than a 1,000,000 tons of silt a day . . .

The length and breadth of the Arizona market is expanding similarly . . .

*Population	1940	499,261
	1950	749,587
(Phoenix and Maricopa County	1940	186,193
	1950	331,770)
*Income	1940	$237,000,000
	1950	$935,000,000
(Agriculture	1940	$ 53,000,000
	1950	$276,000,000)

The 7 line connected NBC stations of the Arizona Broadcasting System are delivering this rich market (plus the Imperial Valley and Southeastern California through the enlarged facilities of KYUM, Yuma) to hundreds of successful advertisers. There is business here for you, too.

Research Department—Valley National Bank

Representative
PAUL H. RAYMER CO. NEW YORK • CHICAGO • DETROIT • BOSTON • MEMPHIS • SAN FRANCISCO • HOLLYWOOD

KTAR
PHOENIX, ARIZONA

ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
TUCSON							
KCNA 1947	580 5,000-LS 500-N DA-N	Catalina Bcstg. Co. P. O. Box 2348 2-4664	ABC Hollingbery	Erskine Caldwell, p Wayne Sanders, gm	Harry B. Chambers, slm Wm. K. Rider Jr., pd & sd	Thomas W. Epperson, ce Freda S. Botkin, wd	.... AP G
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431	CBS Radio Net of Arizona Forjoe	Gene Autry, p E. S. Mittendorf, gm Paul Plunkett, cm	Gerry O'Brien, pd & nd Cliff Stillinger, pmm Vernard Cimmyotti, ce S. J. Kossack Jr., slm	Bernie Perlin, sd Virginia Benoit, wd Joe Crystall, fd	.... AP Ray.
KTKT 1950	1490 250	Thomas Wallace 500 W. Elm 37540	LBS Best	Tom Wallace, p Art Sidelinger, gm Manny Ornelas, cm	Charles Blower Jr., pd Tom Wallace Jr., ce	Ken Stodder, sd Evelyn Gipson, wd	....
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	MBS Ariz. Net. Don Lee Blair	Lee Little, p, g, c & pmm Mac C. Matheson, bus. m	Stan Norman, pd	Clifford Livingston, ce	SES., Wld. UP WE
KVOA 1929	1290 1,000	Arizona Bcstg. Co. 48 E. Broadway 3-2555	NBC Ariz. Bcstg. Raymer	R. B. Williams, p & gm Harper M. Phillips, bus. m Jack Underwood, cm	Ben L. Slack Jr., pd Fred J. Gerletti, pmm Ray H. Holsclaw, ce George T. Callison, nd	Lowell D. Cable, fd James W. Hays, sd Kathryn Kay, wd	Cap., Thes. AP RCA
WINSLOW							
KVNC (CP)	1010 1,000-LS 500-N DA-2	Gila Bcstg. Co. 1218 6th Ave., Sufford, Ariz.					
YUMA							
KSWB 1951	1240 250	Southwestern Bcstg. Co. Yuma 3-6222	LBS	Chet Darwin, p, gm & sd Louis Roberts, cm	Russ Wonnacott, pd, pmm & nd	Frank Hancock, ce	.... UP G
KYMA 1950	1400 250	KOY Bcstg. Co. 699 Ave. B 3-7841	MBS Ariz. Net. Blair	Bill Lindsey, g, c & pmm Bob Vache, pd, n, f & sd	Dick Smith, ce Gary Hayes, mus. d	Helen Hague, wd	Wld. UP WE
KYUM 1940	560 1,000	Yuma Bcstg. Co. 1901 1st St. 33305	NBC Ariz. Bcstg. Raymer	John J. Louis, p Ray C. Smucker, gm Roy Jorgensen, cm Bob Jones, pd	Grant Lee, pmm Leavenworth Wheeler, ce Pat Carrick, nd	Maurice Higgins, fd Glenn Edwards, sd Nita Jones, wd	Cap., Thes. AP, UP, INS WE

ARKANSAS

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
ARKADELPHIA							
KVRC 1947	1240 250	Arkadelphia Bcstg. Co. 789	MBS Best	Cecil Cupp, p J. M. Moore, gm	Bill Deaton, c & pmm, pd, n, f, s & wd	S. J. Woodworth, ce	.... AP RCA
BATESVILLE							
KBTA 1950	1340 250	White River Valley Bcstrs. Inc. P. O. Box 255 1112	MBS Razorback	Jared E. Trevathan, p Braxton L. Combs, g & cm & sd	J. Andrew Wright, pd	William A. Smith, ce	Thes. AP RCA

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SOUTHERN ARIZONA

RICH with Copper, Climate, Cotton, Cattle, and INDUSTRY!

TUCSON is the center of this four county area . . . PIMA, PINAL, COCHISE, SANTA CRUZ.

KCNA is the only station covering this area

5000 WATTS

DAY-580Kc

500 WATTS NIGHT DIRECTIONAL OVER TUCSON

$150,000,000	retail sales	Tucson
14,197,196	remaining in	Pima Co.
31,233,252	remaining in	Cochise
38,542,211	remaining in	Pinal
12,462,789	remaining in	Santa Cruz
$246,335,448		Total

Plus Phoenix in Maricopa County, Lordsburg, New Mexico and Northern Sonora, Mexico

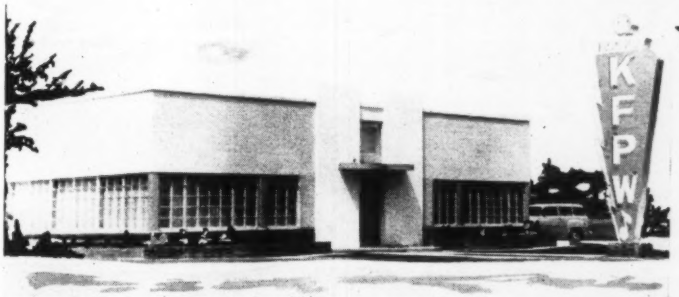
KCNA 5000 WATT .5 MV/M Coverage

COCONINO
MOHAVE
NAVAJO
APACHE
Kingman
Williams
Flagstaff
Winslow
Holbrook
Clarkdale
Jerome
ARIZONA
St. Johns
Springerville
McNary
Parker
Wickenburg
GILA
Litchfield Park
Glendale
Goodyear
Avondale
PHOENIX
Tolleson
Tempe
Mesa
Gilbert
Chandler
Superior
Miami
Globe
Hayden
YUMA
MARICOPA
GRAHAM
GREENLEE
Morenci
Clifton
Florence
Coolidge
Casa Grande
Thatcher
Safford
Aztec
PINAL
Ray
Yuma
Somerton
Ajo
TUCSON
S. Tucson
Willcox
Benson
Lordsburg
PIMA
COCHISE
Tombstone
Rodeo
SANTA CRUZ
Bisbee
Nogales
Douglas
Cananea
MEXICO
Caborca
Magdalena
Santa Ana
NEW MEXICO

COVERING SOUTHERN ARIZONA WITH THE SUN

ASK GEORGE P. HOLLINGBERY

BLYTHEVILLE							
KLCN 1921	900 1,000-D	Harold L. Sudbury Sudbury Bldg. 2093	LBS Pearson	Harold L. Sudbury, p, g & cm	Ernest Simmons, pd J. T. Sudbury, pmm	Marion Skinner, ce Don Whitney, f & sd	L-W AP G
KLCN-FM *1948*	*Ch. 241 (B)* *96.1mc* *21kw*						
CAMDEN							
KAMD 1946	1450 250	Camden Radio Inc. P. O. Box 5859 6791	MBS Ark, Razorback	Walter E. Hussman, p David Crockett, gm	Donald Cathey, cm Callis Carter, pd & sd	Dorris C. Hunter, ce Marty Butler, wd	Assoc. AP RCA
KPLN (CP)	1370 1,000-D	Leo Howard Randolph Hotel Eldorado, Ark.					
CONWAY							
KCON 1950	1230 250	Conway Bcstg. Co. Ark. State Teachers Campus 189	KBS, LBS Razorback	J. E. Clayton, p, g & cm & nd Muriel Cobb, pd & wd	Edwin McClenden, pmm Herman G. Stermer, ce & fd	Grant Hazelwood, sd	SES. UP Col.
KCON-FM *(CP)*	*Ch. 249 (A)* *97.7mc* *0.97kw*						
CROSSETT							
KAGH 1951	1240 100	Ashley County Bcstg. Co. 900 Main St. 750		T. C. Fleet, co-o J. H. Fleet, co-o & gm	Clifton O. Wilson, cm Harry G. Howard, pd	Hildegarde T. Fleet, office m Wm. McKelver, n & sd	.... AP Ray.
EL DORADO							
KDMS 1950	1290 1,000-D	David M. Segal Randolph Hotel 3-9190	KBS Devney	David M. Segal, p & gm C. E. Siddon, s & cm	Tom Sansing, pd	Thomas A. Sebaugh, ce M. F. Kissko, pmm	Wld. UP Col.
KELD 1935	1400 250	Radio Enterprises, Inc. Home Finance Bldg. 3-6126	ABC Continental	W. N. McKinney, p & gm J. R. Duerson, c & pmm	(Mrs.) D. Pondrom, pd & wd John H. Long, ce	E. R. Hall, nd W. G. Darland, sd	Assoc. AP Col.
FAYETTEVILLE							
KGRH 1946	1450 250	Fayetteville Bcstg. Co. 922 N. Leverett St. 862	MBS Razorback Walker	Hayden McIllroy, p Fred J. Stevenson, g & pmm	Edwin Gideon, cm Wallie Ingalls, pd & sd George Dotson, ce	Dick Evans, nd Mary Ingalls, wd	SES. AP G
FORREST CITY							
KXJK 1949	950 1,000-D	Forrest City Bcstg. Co. Nat'l. Bank Bldg. 950	KBS, LBS Continental	William B. Fogg, p, g & cm	Lloyd Denny, pd Charles Simms, pmm, n & fd	Walter Smith, ce	L-W AP G
FORT SMITH							
KFPW 1930	1230 250	Tulsa Bcstg. Co. 232 N. Albert Pike Rd. 4105	CBS Avery-Knodel	John Esau, vp & gm James P. Walker, sm L. A. Blust, cm	Larry Nolan, pd George Ketcham, pmm Willard Kunkel, ce	Pat Garner, nd Dorothy Gibson, wd	Wld. UP WE
KFPW-FM *1947*	*Ch. 235 (B)* *94.9mc* *14kw*						



☆ Ready To Serve YOU
FROM OUR NEW, MODERN
RADIO CENTER .....

KFPW

The VOICE that SELLS in FORT SMITH
MULTIMILLION-DOLLAR SHOPPING CENTER of WESTERN ARKANSAS

● AVERY-KNODEL, Inc.
National Representative
JOHN ESAU—Vice Pres.-Gen. Mgr.
J. P. WALKER—Station Manager
L. A. BLUST—Gen. Sales Mgr.

THE KFPW MARKET

POPULATION	202,000
RETAIL SALES	$124,971,000
NET EFFECTIVE BUYING INCOME	$139,934,000

The AUDIENCE ACTION Station

KFPW

CBS
IN
FORT SMITH

AFFILIATED with KTUL, Tulsa—KOMA, Oklahoma City

ARKANSAS—(Continued)

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FORT SMITH (Cont'd)							
KFSA 1947	950 1,000-LS 500-N DA-N	Southwestern Pub. Co. 920 Rogers Ave. 3126	ABC Razorback Pearson	Donald W. Reynolds, p Weldon Stamps, g & cm Geraldine Winner, pd	Karl Kastner, pmm Robert Platt, ce Roy Bowman, n & sd	Pat Porta, fd Jerry Winner, wd	.... UP Col.
KFSA-FM *1948*	*Ch. 296 (A)* *107.1mc* *0.32kw*						.... *GE*
KWHN 1947	1320 5,000 DA-N	KWHN, Bcstg. Co., Inc. Radio Center 8967	MBS Rambeau	Parkman R. Feezor, sta. d & cm	Bruce Dennis, ce Dave Bateman, fd	Addie Barlow, wd	St. AP WE
HARRISON							
KHOZ 1946	1240 250	Harrison Bcstg. Corp. Radio City Addition 1240	MBS, KBS	Robt. S. Wheeler Jr., o & gm	Mel Lynn, cm Bruce C. Washburn, pd	Fred E. Ward, ce Leon Shaddox, n & sd	.... UP G
HELENA							
KFFA 1941	1360 1,000 DA-N	Helena Bcstg. Co. 215 York St. Main 59	MBS, KBS Arkansas Razorback Continental	Sam W. Anderson, mgng. ptnr. & gm Bill Bigley, cm	Hugh W. Smith, pd, pmm, n & fd A. P. Decker, ce	Robert A. Wallace, sd Katie M. Phipps, wd	L-W AP G
HOPE							
KXAR 1947	1490 250	Hope Bcstg. Co. Hope 7-3601	MBS, KBS	A. H. Washburn, p L. B. Tooley Jr., gm & ce	Wesley Ninemire, cm Haskell Jones, pd, n & sd	Florence Tooley, wd	.... AP Col.
HOT SPRINGS							
KTHS 1942	1090 10,000-LS 1,000-N	Radio Bcstg., Inc. 135 Benton St. 1160	ABC Branham	John D. Ewing, p	John J. Wolever, gm	Cecil Suitt, ce	L-W AP ....
KWFC 1940	1340 250	SPA Bcstg. Co., Inc. 819½ Central Ave. 412	MBS Razorback Young	Dr. N. B. Burch, p Marvin L. Hull, gm C. J. (Gus) Dickson, cm	Vivian Merriott, pd Larry Mansfield, pmm Everett T. Kennedy, ce	Harvey Stegman, n & sd Martha Hickman, wd	Thes. AP Col.
JONESBORO							
KBTM 1930	1230 250	Regional Bcstg. Co. 603 Madison 5597	MBS, KBS Razorback	Jay P. Beard, p & gm Bernard C. Hargreaves, lcl sls m	Katherine S. Hargreaves, pd		SES., Wld. AP G
KBTM-FM *1948*	*Ch. 270 (B)* *101.9mc* *8kw*						
KNEA 1950	970 1,000-D	Radio Jonesboro, Inc. Hotel Noble 8381	Sears & Ayer	R. H. Halbert, p Dick Crane, gm Paul Hoffman, cm	Neal Bunn, pd & sd Charles Quinton, pmm Wesley Bell, ce	Phil Moss, nd Paul Barnett, fd Betty Sutherland, wd	Assoc. UP RCA

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IN THESE MARKETS

it's A. M.

MORNING & EVENING

Yes, and for A.M. radio in these markets — "SPOT" the call-letters as listed here!

KBRS
Springdale
ARKANSAS

PLUS
ABC

KHBG
Okmulgee
OKLAHOMA

KFSA
Fort Smith
ARKANSAS

Represented Nationally by
JOHN E. PEARSON CO.

Great Locally!

Owned & Operated by
SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, Pres.

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

LITTLE ROCK							
KARK 1928	920 500-N DA	Arkansas Radio & Equipment Co. 112-14 E. Capitol Ave. LD 99	NBC Arkansas South-central Petry	T. H. Barton, chm. of bd & gm Julian F. Haas, cm Douglas J. Romine, pd	A. C. Dowden, pmm Dan L. Winn, ce Robert Kem, co-nd	Ed Chestnut, co-nd Robert L. Buice, fd Wilson Hurst, sd Dorothy Sims, wd	Cap. AP, UP RCA
KGHI 1927	1250 1,000-LS 500-N DA-N	KGHI Bcstg. Service P. O. Box 3099 27-9166	ABC Hollingbery	A. L. Chilton, ptnr. L. H. Chilton, ptnr. S. C. Vinsonhaler, ptnr. & gm	Kermit L. Richardson, cm Virginia Ewing, pd & wd Barbara H. Amsler, pmm	V. O. Vandusen, ce Chester Pierce, sd	.... Ray.
KLRA 1927	1010 10,000-LS 5,000-N-DA-N	Arkansas Bcstg. Co., Inc. P. O. Box 550 2-5427	CBS Taylor	J. N. Heiskell, p R. Joe Myers, adm. asst. W. V. Hutt, gm	Oscar Alagood, pmm Harris Owen, pd Kermit F. Tracy, ce	Mark Weaver, nd John R. Holmes, fd George Moore, sd	St. AP, UP RCA
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Bldg. 5-5321	LBS	Leonard Coe, gm Glenn Robertson, m Fred Schmutz, pd & nd	James Gattens, pmm Dale Mahurin, ce	Bill Crews, sd Dorthy Wimberly, wd	Assoc. UP G
KXLR 1946	1450 250 (CP) 1150 5,000-LS 1,000-N DA-N	Arkansas Airwaves Co. 217 E. Third St. 4-8928	MBS Razorback Pearson	John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm	Roy Nichols, pd Earl Butler, ce	Bobbie Forster, nd Bob Fulton, sd	Thes. UP G
MAGNOLIA							
KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	KBS Pearson	Joe F. Rushton, p Richard Tuck, gm	Ray Wells, ce	Lowelle Langley, cm, pd, pmm, n, f & sd	Wld. AP Ray.
MALVERN							
KDAS 1951	1420 1,000-D	Malvern Bcstg. Co Young Insurance Bldg. 1584	LBS Cotton Belt Devney	David M. Segal, p Robert Choate, s & cm	Jack Ridgeway, pd	Fred Parks, ce	Wld. .... G
KGRO (CP)	1380 1,000-D	L. Q. Coleman Route 2					
MENA							
KENA 1950	1450 250	KENA Bcstg. Co. South Reine St. 878	MBS, KBS	R. B. Bell, ptnr. & gm	Bernice Bell, ptnr. & wd	O. D. Fredick, ce	St. UP Col.
NEWPORT							
KNBY 1949	1280 1,000-D	Newport Bcstg. Co. Newport 749	Razorback	C. W. Craft, p Dick Wiethan, gm, n & fd	Gene Howe, cm J. C. Clayton, ce	Carlton Gardner, sd LaVerne Morgan, wd	.... UP RCA
OSCEOLA							
KOSE 1949	860 1,000-D	Osceola Bcstg. Corp. Highway 61, S. 860	KBS Razorback	H. F. Ohlendorf, p Ted Woods, gm & nd	Betty G. Woods, cm Murray Schroyer, pd	Harold M. Jones, ce Ann Edrington, wd	St. AP RCA
PARAGOULD							
KDRS 1947	1490 250	Progressive Bcstg. Co. P. O. Box 491 627	KBS Razorback	Ted Rand, gm T. M. Self, bus m Ray Dexter, sm & sd	D. F. Bateman, cm Joe Nearnes, ce Russell Schwamb, nd	Ted Porter, fd Wilma Wheelis, wd	.... AP G

KARK covers a broader area, with the largest audience, morning, afternoon and evening, at a lower cost per thousand families than any other Little Rock station!

No Other Station In Arkansas—Only
KARK
Delivers
At 50-100% Level, Daytime BMB*
42 ARKANSAS COUNTIES
whose 1950
RETAIL SALES
totaled over
$625 MILLION
That's MORE than the 1950 combined total retail sales in VERMONT and NEVADA!

*BMB, Spring, 1949

All sales figures copr. 1951 SALES MANAGEMENT Survey of Buying Power.

Contact us or your nearest PETRY man for full details.

FOOD STORE SALES
totaled over
$128 MILLION

That's MORE than the combined total food store sales in Albany, N. Y., Salt Lake City, Utah, and Lansing, Mich.!

DRUG STORE SALES
totaled over
$16 MILLION

That's MORE than the combined total drug store sales in Trenton, N. J., Glendale, Calif., Tacoma, Wash., and Racine, Wisc.!

FIRST IN LITTLE ROCK
Says Hooper!

Little Rock, Arkansas Fall-Winter Report No. 9, October, 1950, through February, 1951, reflects the continuing dominance of KARK in Arkansas' blue chip market.

Monday through Friday— 8:00 A.M.—12:00 Noon	KARK	"B"	"C"	"D"	"E"
	30.4	27.0	24.6	9.8	7.7

Monday through Friday— 12:00 Noon—6:00 P.M.	KARK	"B"	"C"	"D"	"E"
	44.5	15.7	16.6	14.9	8.4*

Sunday through Saturday Eve 6:00 P.M.—10:30 P.M.	KARK	"B"	"C"	"D"	"E"
	39.5	31.8	14.5	10.8	* *

*Measurements adjusted to compensate for station which signs off at local sunset.
**Daytime station.

FIRST *in Coverage, too!*

TOTAL WEEKLY AUDIENCE (Daytime): (BMB, 1949)	KARK families	"B" families	"C" families	"D" families	"E" families
	221,710	189,530	79,570	Not a BMB Subscriber	64,870

. . . And in its Primary Area (50%-100% Level 1949 BMB) KARK has 191,320 Families . . . 42,030 More Than Station "B"!

KARK dial 920 NBC
5000 WATTS
Arkansas' Preferred Station

LITTLE ROCK, ARKANSAS

EDWARD PETRY & CO., INC., National Representative

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
PINE BLUFF							
KCLA 1947	1400 250	Radio Engineering Service 2900 W. 28th Ave. 1900	LBS	Ken Kesterson, gm Clyde Martin, cm	Charles Penix, pd	Dave Wallis, sd	.... AP G
KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS, KBS	B. J. Parrish, p, gm & ce Joe L. Wallace, cm Lois Slpan, pd	Robert W. Etter, asst. prom. m	Wendell Atchison, nd	Thes. AP RCA
POCAHONTAS							
KPOC 1950	1420 1,000-D	Pocahontas Radio Inc. Box 250 500		Adrian L. White, p, g & cm Walt Lawson, pd & nd	Jim Risner, pmm & sd Roy Forrester, ce	Jack Wilson, fd Betty Choate, wd	Thes. UP G
RUSSELLVILLE							
KXRJ 1947	1490 250	Valley Bcstrs. Inc. Russellville 299	MBS, KBS Razorback	C. R. Horne, o, m & gm L. L. Bryan, cm	W. C. McKenney, pd & ce	Morris Leming, n & sd	.... AP Ray.
SEARCY							
KWCB 1951	1300 1,000-D	White County Bcstg. Co., Inc. P. O. Box 95 1281		Carl N. Dodd, p & gm John Baker, pd	Don P. Jones, slm Homer Harris, ce, n & fd	John Argo, sd	SES., Thes. AP G
(CP)	1450 250	Mrs. Edith Wood Sweezy 215 E. Third St. Little Rock, Ark.					
SILOAM SPRINGS							
KUOA 1923	1290 5,000-D	KUOA Inc. John Brown U. 77	MBS	John E. Brown Sr., p Storm Whaley, evp & nd	Richard McCartney, gm Ralph Kennedy, pd	Cecil Smith, ce Chas. Hoke, fd Boyce Lancaster, sd	Wld. UP WE
KUOA-FM *1947*	*Ch. 209 (B)* *105.7mc* *2.6kw*						.... *GE*
SPRINGDALE							
KBRS 1949	1340 250	Southwestern Pub. Co. Box 29 675	ABC Pearson	Randall L. McCarrell, gm Jerry Bidle, pd & fd	Sally Phillips, pmm Dalton Sanders, ce	Bill Dickson, n & sd Lillian Wyllie, wd	.... AP G
STUTTGART							
KWAK 1948	1240 250	Stuttgart Bcstg. Corp. Box 271 842	MBS, KBS Razorback	Beloit Taylor, p Melvin P. Spann, gm	Bill Wells, cm June Spann, pd	Frank Newberry, ce	St. UP G
TEXARKANA							
KOSY 1951	790 1,000-LS 500-N DA-N	Gateway Bcstg. Co. Wadley Bldg.	MBS	Dr. W. Decker Smith, ptnr. Joe Davis, ptnr.	Tom E. Dillahunty, gm Herman Cecil, cm	Ray Whitworth, pd Chas. Mathis, ce	Thes. AP G
WALNUT RIDGE							
KRLW 1951	1320 1,000-D	Southern Baptist College P. O. Box 67 980	Best	Dr. H. E. Williams, p	Earl Hodges, gm & ce	Bill Nicholson, pd & sd	L-W UP Col.
WEST MEMPHIS							
KWEM 1947	990 1,000-D	KEWM Inc. 229 Broadway 463		E. D. Rivers Jr., p	William H. Keller, vp	H. E. Ulmer, secy.-treas.	.... UP G
				CALIFORNIA			
ALTURAS							
KCNO 1951	570 1,000-D	CONR Inc. P. O. Box 1247 2531		Chester J. Stuart, p, gm & tech. d.	Philip N. Good, vp, cm & pmm Ruth Hudson, pd & wd	Ralph S. Click, ce Chas. Reinhart, n, f & sd	St., Cap., SES. UP G
AUBURN							
KDIA 1950	1490 250	Charles E. Halstead Diamond H Ranch 1178	LBS	Charles E. Halstead Jr., o & gm	Mrs. Charles Halstead, wd		.... PN, BUP G
AVALON							
KBIG (CP)	740 10,000-D DA	John Poole Bcstg. Co. 640 Sunset Blvd. Hempstead 3205		John H. Poole, p & gm	Robert McAndrews, cm	Cliff Gill, opers. m.	.... UP G
BAKERSFIELD							
KAFY 1946	550 1,000 DA-1	Bakersfield Bcstg. Co. P. O. Box 1448 46421	MBS Don Lee Grant	George Crome, co-o Fiske Harlow, co-o Sheldon Anderson, gm Glenn Rinker, cm	Naum Healy, pd Robin Blake, pmm Ted Froming, ce Harl Mannes, n & fd	Bill Elliott, sd Mary Gregg, wd	Cap. UP ....
KBIS 1950	970 1,000 DA-2	Marmat Radio Co. 957 Oak St. 21465	Nat'l Time Sales Moore	James L. McDowell, gm	Paul LaRiuiere, cm		Assoc., Cap., SES. UP ....
KMAR(FM) *1950*	*Ch. 223 (B)* *92.5mc* *4.7kw*	*(KBIS, AM Affiliate)*					
KERN 1932	1410 1,000	McClatchy Bcstg. Co. 17th & Eye Sts. 88431	CBS McClatchy Raymer	Eleanor McClatchy, p Walter L. Baziuk, m	Verne Shatto, ce Jerry Smothers, nd	Daren Flickenger, fd	Cap. AP, UP ....
KERN-FM *1948*	*Ch. 231 (B)* *94.1mc* *9.8kw*						
KERO 1946	1230 250	Paul R. Bartlett & Albert E. DeYoung 1420 Truxtun Ave. 44548	NBC Avery-Knodel	Paul R. Bartlett, p Albert E. DeYoung, vp Ed Urner, cm	Kenneth Croes, pd Ellen Moore, pmm Robt. Richardson, ce	Robt. Elias, n & sd	Wld. UP RCA
KPMC 1934	1560 1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC Hollingbery	F. G. R. Schamblin, p Leo A. Schamblin, gm Curtis C. Sturm, cm & pd	Paul R. Biermann, pmm & nd Leo P. Jarvis, ce	Art Mason, f & wd Don Ames, sd	Thes. UP RCA
BANNING							
KPAS 1947	1490 250	Pass Bcstg. Co. 4425 W. Ramsey St. 515	LBS Cooke Grant	C. A. Humbert, g & cm & pd	Montran Babcock, ce	Jim Neal, sd	Wld. .... Ray.
BARSTOW							
KWTC 1947	1230 250	Mojave Valley Bcstg. Inc. Box 697 4001	LBS Cooke	W. T. Brown, p Harry White, g & cm	James Harvey, pd & nd Bill Biggs, ce	Jack Givson, sd	Wld. UP WE

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XUM

Stations of the American Home

KOME
KUOA
KGER

KOME 5000 WATTS
daytime (1000 watts nite-time) at 1300 kilocycles.
Population—912,781
Retail Sales—$697,863,500
Farm Income—$193,975,000
Radio Families—232,211

KUOA 5000 WATTS
daytime AM and FM at 1290 kilocycles.
Population—250,000
Radio Homes—52,700
Retail Sales—$124 million
Over $50 million poultry income alone in KUOA's home counties (Benton and Washington)

KGER 5000 WATTS
full time at 1390 kilocycles.
Population over 5,000,000
Retail sales $5,250 million
Radio homes—1,750,000
Farm Income—$306 million
LONG BEACH ALONE
Population 263,800
Radio Homes—103,850
Retail sales—$347,670,000

THREE "STATIONS OF THE AMERICAN HOME"

Owned by the John Brown Schools organization, KOME, KGER and KUOA AM-FM have always been dedicated to the highest type of commercial operation and service to the largest possible audience.

As "Stations of the American Home," the Brown Stations add impact to all facets of selling directed to the fundamental market—"The American Home."

THE BROWN STATIONS

KOME
8th & Main Streets
Tulsa, Oklahoma

KUOA
Cathedral Bldg.
Siloam Springs, Ark.

KGER
3745 Atlantic Ave.
Long Beach 7, Calif.

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BERKELEY							
KPFA(FM) *1949*	*Ch. 283 (B)* *104.5mc* *16kw*	*Pacifica Foundation* *2054 University Ave.* *Ashberry 3-6767*		*Lewis Hill, exec. d* *Richard Moore, sta. d*	*Alfred Partridge, pd* *Edward Meece, ce*	*William Triest, prod. d* *Americo Chiarito, mus. d*	.... INS Ray.
KRE 1922	1400 250	Central California Bcstrs., Inc. 601 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p & gm	Don Hambly, cm & oper. m		St. AP WE
KRE-FM *1949*	*Ch. 275 (B)* *102.9mc* *9.9kw*						
BEVERLY HILLS							
KSRT(FM) *(CP)*	*Ch. 292 (A)* *102.9mc* *1kw*	*School of Radio Arts*					
BLYTHE							
KYOR 1947	1450 250	Broadcast Corp. of America Riverside, Calif. Blythe 2231	LBS	W. L. Gleeson, p George Flansburg, g, c & pmm	Joe Kinser, pd, n, f & sd Lewis E. Smith, ce	Ginni Flansburg, wd	
BRAWLEY							
KROP 1946	1300 1,000-LS 500-N	Bcstg. Corp. of America Box 238	LBS Scott, Young	W. L. Gleeson, p John Chandler, gm	Trudy Ruane, pd	Drew Walker, ce	.... Col.
BURBANK							
KBLA (CP)	1490 250	Broadcasters of Burbank 239 Amhurst Dr. Charleston 02111		Gordon Rogers, p & sd Robert S. Marshall, g & cm	Robert Skiles, ce & fd Orville Sanders, nd	Mildred Carr, wd	L-W UP ....
CALEXICO							
KICO 1947	1490 250	Charles R. Love P. O. Box 786 918	Grant	Charles R. Love, p W. A. Geddes, gm	Don Gillette, cm	James Coin, ce	.... Ray.
CHICO							
KHSL 1935	1290 5,000 DA-N	Golden Empire Bcstg. Co. 336 Broadway 2378	MBS Don Lee Grant	(Mrs.) Hugh McClung, p M. F. Woodling, gm J. A. Pero, cm	Jack Mitchell, pd Russell B. Pope, ce Tommy Nelson, n & fd	Henry (Bud) Henna, sd Dottie Locke, wd	St. UP RCA
KVCI(FM) *1947*	*Ch. 266 (B)* *101.1mc* *9.8kw*						
KXOC 1949	1150 5,000 DA-N	KXOC, Inc. Radio Lane 3200	CBS Pearson Western	Lincoln Dellar, p Donald J. Quinn, vp & gm	Neil McIntyre, pd & pmm	Ewald Berger, ce	.... UP Col.
COALINGA							
KBMX 1950	1470 500-D	John H. Thatcher Box 715 136		John H. Thatcher, o			L-W, SES. UP G
CORONA							
KBUC 1948	1370 500 DA-N	American Pacific Bcstg. Co. Box 111 1370	McGillvra	E. J. Bucknum, p & gm Mary A. Bucknum, asst. m Ralph C. Miller, pd	Charles M. Ferguson, pmm Donald R. Kerr, ce Cliff Miller, nd	Hal Corwin, f & sd Peg Hendrick, wd	.... UP GE
CRESCENT CITY							
KCRE 1950	1400 250	Del Norte Bcstg. Co. Box 577 3061		John K. Perry, co-o Robert E. Grey, co-o, gm & pd	Howard E. Plaschka, ce Peggy Burke, asst. m & nd	Jerry Clausen, sd	.... AP GE
DELANO							
KCHJ 1951	1010 1,000-D	Charles Herman Johnes P. O. Box 262 8676		Charles H. Johnes, p, gm, ce Jean G. Johnes, pd & wd	Marshall Colo, pmm Ed Briggs, nd & sd	Bob Colo, fd	SES. UP
KHAD (CP)	1340 250	George F. Haddican P. O. Box 367 2931		George F. Haddican, o	L. W. Brammer, gm		St. AP RCA
DINUBA							
KRDU 1946	1240 250	Radio Dinuba Co. 110 N. L. St. 500	LBS West Coast	Egon Hofer, p & gm Dave Hofer Jr., vp	Ruby Thiesen, pd	Russ Friend, ce	.... AP
EL CENTRO							
KXO 1927	1230 250	Valradio Inc. S. 4th St. 1100	MBS Don Lee Raymer	Paul A. Jenkins, p Richard T. Sampson, gm Belle Hovey, cm	Doug Fishel, asst. m & fd Stanley Tetley, ce	Marc Hanan, sd Mary Francisco, wd	Cap. UP RCA
EUREKA							
KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel 3900	ABC, LBS Pearson Western Moore	Carroll R. Hauser, p, g & cm Bill Steis, pd, pmm & nd	Dean Elliott, ce Frank M. Smith, slm, f & sd	Sally Drew, wd	.... AP Col.
KIEM 1933	1480 5,000 DA-1	Redwood Bcstg. Co., Inc. Radio Center 4000	MBS Blair	Wm. B. Smullin, p & gm Don Telford, cm C. Paul Corbin, pd	Roberth Stach, pmm Larry King, ce Newton Steward, nd	Ed Arnold, fd Harry Howard, sd Mary Lou Stuart, wd	Wld. UP WE
KRED(FM) *1948*	*Ch. 242 (B)* *96.3mc* *4.6kw*	*(KIEM, AM Affiliate)*					
FORT BRAGG							
KDAC 1948	1230 250	Mendocino Coast Bcstg. Co. Box 616 5671	Forjoe	Edward A. Mertle, o	Craig N. Smith, g, c, & pmm, pd, ce & fd	Marjorie Smith, wd	Wld. AP Col.

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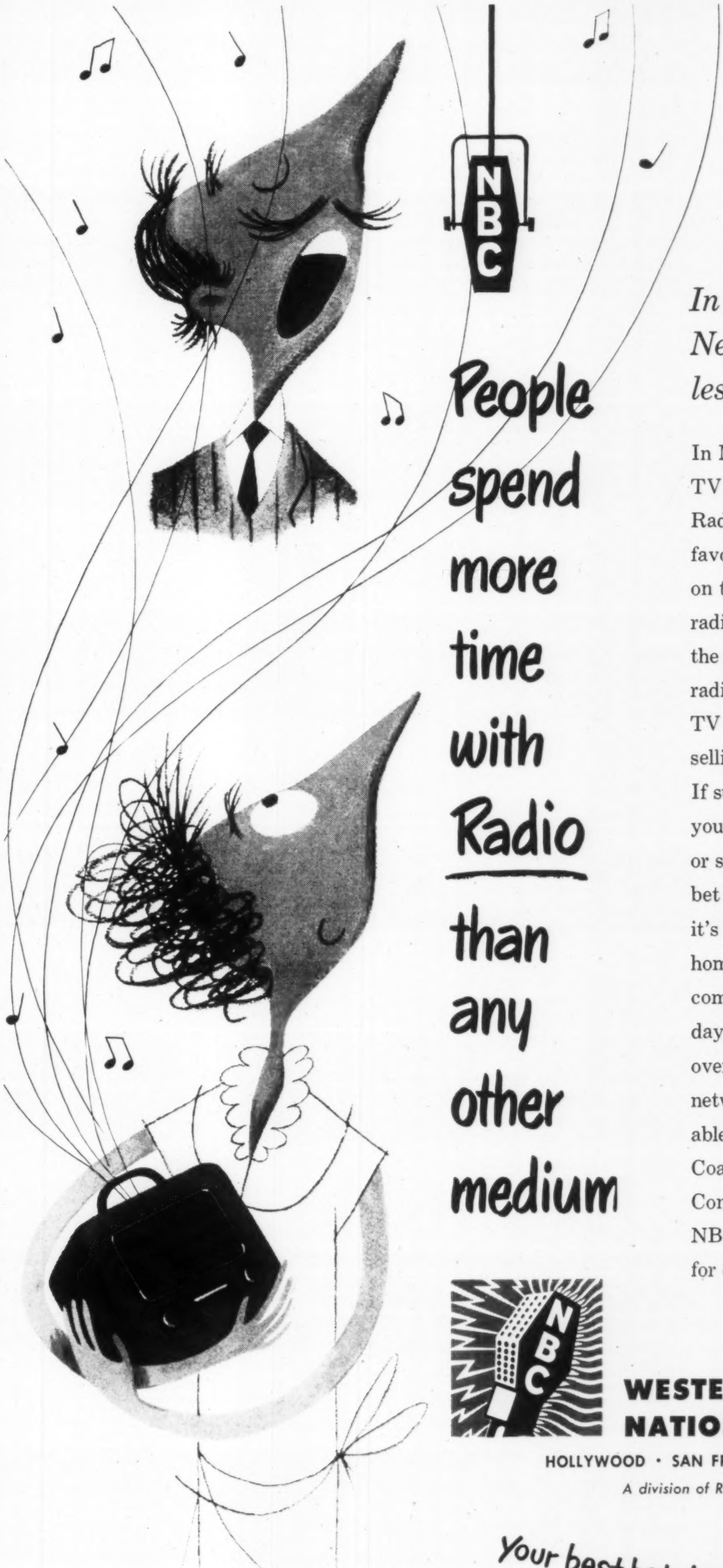

NBC

People spend more time with Radio than any other medium

In the West, NBC Pacific Coast Network reaches more prospects for less money than any other medium!

In New York—most saturated of all TV markets—people spend more time with Radio. Out West the picture is still more favorable for Radio. Only four markets on the West Coast have TV. Network radio reaches 98% of *all* homes... covers the entire Pacific Market. Comparing radio *homes* with TV *homes*, radio tops TV by 216%. Naturally, for greatest selling impact you need both radio *and* TV. If such a combination is too much for your budget... if you have a product or service with *mass* appeal—your best bet is NBC Pacific Coast Network! And it's a better buy than ever. Cost per 1000 homes is *down* 22% for nighttime, compared with 1944... daytime is *down* 39% over 1944! Choice network time is available on NBC Pacific Coast Network. Consult your nearest NBC Sales Office for details.

AVERAGE TIME SPENT WITH EACH MEDIUM BY AVERAGE HOUSEWIFE IN RADIO-ONLY AND RADIO-TV HOMES*

	Minutes Per Day
Radio	106
Television	77
Newspapers	40
Magazines	13

*Source: 1951 Hofstra Study in the New York market

NBC

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY

HOLLYWOOD · SAN FRANCISCO · CHICAGO · NEW YORK

A division of Radio Corporation of America

Your best bet to tell'em and sell'em

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
FRESNO							
KARM 1938	1430 5,000 DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Petry	Hattie Harm, p Clyde F. Coombs, gm Ed Ropolo, pd	Eldora Roth Cooney, pmm Elbert Dean, ce	Bob Weakley, n & fd	St. AP, INS RCA
KARM-FM *1948*	*Ch. 270 (B)* *101.9mc* *7.4kw*						.... *GE*
KFRE 1937	940 50,000 DA-2	Calif. Inland Bcstg. Co. T. W. Patterson Bldg. 4-5001	CBS Avery-Knodel	Paul R. Bartlett, p Keith L. Mealey, asst. m & d of engrg.	Ed J. Frech, pd Harry H. Burum, d of sls. serv. & pmm	Wally Erickson, fd	Wld. UP GE
KRFM(FM) *1946*	*Ch. 229 (B)* *93.7mc* *70kw*	*(KFRE, AM Affiliate)*					
KGST 1949	1600 1,000-D	Delle Bcstg. Co. Farmer's Market 6-6526	Forjoe	Morrie Mindel, cm Jeanne Bacher, pd & wd	Milt Gerloff, ce Bob Fisher, nd	Bob Love, fd Bill Putman, sd	.... UP Col.
KMJ 1925	580 5,000	McClatchy Bcstg. Co. 1515 Van Ness Ave. 3-6277	NBC Raymer	Eleanor McClatchy, p Hal Brown, sta. m Joe Tomes, prog. m	Bill Wallace, ce Coyle Chambers, slm Andy Patterson, traffic m	Joe Drilling, n & sd Ed Sturgeon, fd	Cap. AP, UP RCA
KMJ-FM *1949*	*Ch. 250 (B)* *97.9mc* *7.3kw*						.... *WE*
KYNO 1947	1300 1,000 DA-2	Schuler, Chenault, Williamson & Anderson Hotel Fresno 2-4163	MBS Don Lee Hollingbery	Robert Schuler, p L. E. Chenault, gm Leslie Daggett, cm	Leo Goldman, pd Jack Grady, pmm & sd Bert Williamson, ce	Hap Haggard, nd Margaret Holmes, wd	.... UP Ray.
GLENDALE							
KIEV 1933	870 250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133		David H. Cannon, p	Col Cannon, gm		
KUTE(FM) *(CP)*	*Ch. 270 (B)* *101.9mc* *11.6kw*	*Robert P. Adams* *1644 Idlewood Rd.* *Citrus 4-1414*		*R. P. Adams, p*			.... *Fed.*
HANFORD							
KNGS 1948	620 1,000 DA-N	Samuel & Harriett Beaubaire P. O. Box 620 620	O'Connell	Samuel M. Beaubaire, co-o	Mrs. Samuel M. Beaubaire, co-o Don C. Reeves, g & cm & ce	Elmore C. Balthis, pd Don C. Reeves, g & cm, ce	Assoc., St. UP, INS Ray.
HOLLYWOOD (See Los Angeles Listing)							
INDIO							
KREO 1946	1400 250	Bcstg. Corp. of America P. O. Box 707 73403	LBS Young Scott	W. L. Gleeson, p & gm	Stanley Reynolds, sm		Assoc., St., Wld. AP ....
LANCASTER							
KAVL 1950	1340 250	Antelope Bcstg. Co., Inc. P. O. Box 1192		W. B. Carter, p & gm Herbert L. Comstock, cm	James B. French, ce Ray Cloud, n & fd	Ray McFarland, sd Wilma Lewis, wd	Wld., SES., UP RCA
LODI							
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	KBS, LBS	Herbert W. Brown, ptnr. & gm, pmm, pd, n & sd	David A. Brown, ptnr. & ce		.... UP Ray.

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KARM

Fresno, California

ABC's Station for Central California

Represented Nationally By

EDWARD PETRY & CO., Inc. **New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco**

LONG BEACH

KFOX 1924	1280 1,000	Nichols & Warinner, Inc. 220 E. Anaheim 672-81	Burn-Smith	Hal G. Nichols, p, gm & pd	Lawrence W. McDowell, vp, cm & ce	Robert Lamb, pmm	L-W, St. UP WE
KFOX-FM *1951*	*Ch. 272 (A)* *102.3mc* *1kw*						....
KGER 1926	1390 5,000 DA-N	John Brown Schools of California, Inc. 3745 Atlantic 407-907		John E. Brown Sr., p Storm Whaley, gm Clinton Fowler, cm & pd	Luther Crumbaugh, ce Finis Bell, nd	Bob Klosterman, sd Irene Cook, wd	.... AP RCA
KNOB(FM) *1949*	*Ch. 276 (A)* *103.1mc* *.32kw*	*Gerritos Bcstg. Co.* *1120 Pine Ave.* *8-5519*		*Jay E. Tapp, gm*	*Raymond B. Torian, cm & ce*	*Walt Abbott, pd*	.... *Ray.*

LOS ANGELES

KECA 1929	790 5,000 DA-N	American Bcstg. Co., Inc. ABC Television Center Normandy 3-3311	ABC Spot Sales	Edward J. Noble (ABC) chmn. of bd. Robert E. Kintner (ABC) p Ernest Felix, asst. treas. & act. m (Western Division) Amos T. Baron, radio sls. & sls. m (Western Division)	Dresser Dahlstead, pd (Western Division) John S. Hansen, sls. pmm Philip G. Caldwell, m tech. opers. (Western Division) R. G. Denechaud, sup. engng. opers. Harry Walstrum, prog. m	Francis Conrad, m & d of radio (Western Division) Francis D. La Tourette, n & sd	L-W AP, INS RCA
KECA-FM *1947*	*Ch. 238 (B)* *95.5mc* *3.8kw*						.... *GE*
KECA-TV 1949		American Bcstg. Co., Inc. ABC Television Center		(For full information see TELECASTING Yearbook)			
KFAC 1929	1330 5,000 DA-N	Los Angeles Bcstg. Co., Inc. 645 So. Mariposa Ave. Dunkirk 4-1231		Calvin J. Smith, p, g & cm Howard Rhines, pd	Ron Oakley, ce Lucile Blake, traffic m	Murray Boggs, nd	Assoc. AP RCA
KFAC-FM *1948*	*Ch. 282 (B)* *104.3mc* *8.8kw*						....
KFI 1922	640 50,000	Earle C. Anthony, Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Petry	Earle C. Anthony, p & gm Haan J. Tyler, g sls. m Pat Kelly, pd	Ron Manders, pmm Curtis W. Mason, co-engr. H. L. Blatterman, co-engr.	Chas. E. Hamilton, d of pub. ser. Pat Bishop, nd Nelson McIninch, fd	Wld., Cap. AP, UP RCA
KFMV(FM) *1948*	*Ch. 234* *94.7mc* *58kw*	*Union Bcstg. Corp. of Calif.* *6419 Hollywood Blvd.* *Hollywood* *Hempstead 5151*		*Harry Maizlish, o & gm*	*Dave Drubeck, pd*	*Robert Brooking, ce*	*Assoc.* .... *RCA*
*KFSG 1924	1150 2,500-LS 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141		Dr. Rolf K. McPherson, p M. D. Buchen, gm & pd	Donald K. Horton, ce		.... WE

In Los Angeles

The 2nd Largest Market!

it's KFWB ***A Great Independent!***

Covering Southern California. Doing a great job for advertisers for the past 26 years!

How about allowing us to do a job for you?

HARRY MAIZLISH
President and General Manager

Represented Nationally by
WM. G. RAMBEAU COMPANY
New York, Chicago and Hollywood

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
LOS ANGELES (Cont'd)							
KFVD 1925	1020 5,000 L-KDKA	Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345	McGillvra	J. Frank Burke Sr., co-o J. Frank Burke Jr., co-o & gm	Vern A. Lindblade, cm Carl Brewster, pd, pmm & nd	Leonard Reeves, ce	L-W, Mac. UP Ray.
KFWB 1925	980 5,000	KFWB Bcstg. Corp. 6419 Hollywood Blvd. Hollywood Hemstead 5151	Rambeau	Harry Maizlish, p & gm Sydney Gaynor, cm Bill Ray, pd	Sydney Yallen, pmm & adv. d	Harry Myers, ce Al Gordon, nd Leonard Maizlish, sd	.... AP, UP RCA
KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hollywood Hillside 0201		Ben S. McGlashan, o Thelma Kirchner, gm	Marvin R. Briggs, cm Homer Obuchon, ce		
KHJ 1922	930 5,000 DA-1	Thos. S. Lee Enterprises, Inc. 1313 N. Vine St. Hudson 2-2133	MBS Don Lee Blair	Willet H. Brown, p (Don Lee Div.) Ward D. Ingrim, evp.	Norman Boggs, vp in chg. sls. A. J. LaFrand, pd H. H. Sonnenburg, pmm	Robert E. Arne, ce Bud Coulson, pub rel. d Les Mawhinney, nd Norma Young, wd	Wld. AP, INS WE
KHJ-FM *1941*	*Ch. 266 (B)* *101.1mc* *4.8kw*						....
KHJ-TV 1948		Thos. S. Lee Enterprises, Inc. 129 N. Vermont		(For full information see TELECASTING Yearbook)			
KLAC 1946	570 5,000-LS 1,000-N	KMTR Radio Corp. 1000 Cahuenga Hollywood Hudson 2-7311	Young	(Mrs.) Dorothy Schiff, p & o Don Fedderson, exec. vp & gm	Dave Lundy, gen. slm C. G. Renier, pd	R. W. Conner, d of engn. Ed Lyons, nd Sam Balter, sd	.... UP, INS RCA
KLAC-TV 1948		KMTR Radio Corp. 1000 Cahuenga		(For full information see TELECASTING Yearbook)			
KMGM (FM) *1948*	*Ch. 254 (B)* *98.7mc* *49kw*	*Metro-Goldwyn-Mayer Studios Inc.* *MGM Studios* *Culver City* *Texas 03311*		*William F. McCrystall, gm*			Assoc. UP
KMPC 1927	710 50,000-LS 10,000 DA-N (CP) 50,000 DA-N	KMPC, The Station of the Stars, Inc. 5939 Sunset Blvd. Hollywood Hollywood 9-5341	LBS H-R Reps.	John Patt, p Robert O. Reynolds, vp & gm Loyd C. Sigmon, vp, asst. m & ce	Mark L. Haas, vp & pd John Gillingham, pmm John E. Baird, d of pub. affairs Tom Frandsen, loc. slm.	Charles H. Cowling, nat'l slm. James McCulla, nd Charles Stone, fd Bob Kelley, sd	.... UP, INS RCA
KNBH(TV) 1949		National Bcstg. Co. Sunset & Vine		(For full information see TELECASTING Yearbook)			
KNX 1924	1070 50,000	Columbia Bcstg. System 6121 Sunset Blvd. Hollywood Hollywood 9-1212	CBS Columbia Pacific CBS Radio Spot Sales	William D. Shaw, gm Edwin W. Buckalew, asst. gm chg. sls. Alan Axtell, asst. gen. slm.	George W. Allen, pd Sherril W. Taylor, pmm Les Bowman, ce	Jack Beck, nd Robert Wilson, fd Tom Harmon, sd	L-W AP, UP RCA
KNX-FM *1948*	*Ch. 226 (A)* *93.1mc* *59kw*						.... *WE*

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what greater proof?

...for the past eight years the most consistently "SOLD OUT" station in all of Southern California!

Represented nationally by

JOSEPH HERSHEY McGILLVRA

NEW YORK · CHICAGO · ATLANTA · SAN FRANCISCO

KFVD LOS ANGELES

5000 WATTS ON 1020 K.C.

SELL IT

FIRST

ON THE STATION

THAT COVERS

SOUTHERN CALIFORNIA

BEST

KMPC

50,000 WATTS DAYS | 10,000 WATTS NIGHTS, LOS ANGELES

FREE SPEECH MIKE

REPRESENTED BY H-R REPRESENTATIVES, INC.
SOUTHERN CALIFORNIA OUTLET FOR LIBERTY BROADCASTING SYSTEM

CALIFORNIA—(Continued)

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LOS ANGELES (Cont'd)							
KNXT(TV) 1951		Columbia Bcstg. System		(For full information see TELECASTING Yearbook)			
KPOL (CP)	1540 5,000-D	Coast Radio Bcstg. Corp. 877 S. Tremine Ave. Wyoming 8081		Hugh R. Murchison, p	Dr. Harry E. Straub, vp & treas.	Thomas S. Bunn, secy.	.... G
KRKD 1927	1150 5,000-LS ST-KFSG	Radio Bcstrs., Inc. 312 Spring Arcade Bldg. Tucker 7111		Ned Connor, g & cm Charles Clifton, pd, n & sd	Doug Douglas, pmm	Willis O. Freitag, ce	Wld., SES. INS RCA
KRKD-FM *1949*	*Ch. 242 (B)* *96.3mc* *15kw*						.... *WE*
KTLA(TV) 1947		Paramount Television Productions Inc. 5451 Marathon St.		(For full information see TELECASTING Yearbook)			
KTTV(TV) 1949		KTTV Inc. 5746 Sunset Blvd.		(For full information see TELECASTING Yearbook)			
MARYSVILLE							
KMYC 1940	1450 250 (CP) 1410 1,000 DA-N	Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 2-2396	MBS Don Lee Grant	H. E. Thomas, p Joe D. Carroll, gm	Clifford Greenman, cm Lloyd Hogue, pd	Loyd McQueary, ce	Wld. UP RCA
KMYC-FM *1947*	*Ch. 261 (B)* *99.9mc* *4.9kw*						.... *GE*
MERCED							
KYOS 1936	1480 5,000 DA-N	Merced Bcstg. Co. P. O. Box 717 1430	MBS Don Lee Grant	Mrs. Hugh McClung, p Charles H. Kinsley Jr., sm A. J. Krisik, c & pmm	Clare Cauffman, pd, n & fd Russell Pope, ce Rod O'Harra, sd	Vicki Daly, wd	St. UP RCA
KVME(FM) *1948*	*Ch. 242 (B)* *97.5mc* *8.9kw*	(KYOS, AM Affiliate)					
MODESTO							
KBEE(FM) *1948*	*Ch. 277 (B)* *103.3mc* *11.5kw*	*McClatchy Bcstg. Co.* *14th & Eye Sts.* *2644*	*Raymer*	*Eleanor McClatchy, p*	*J. B. Hancock, ce*		*Assoc., Cap.* *UP* *RCA*
KBOX 1951	970 1,000 DA-2	Stanislaus County Bcstrs. Inc. 1507 10th St. 6624		Cecil Lynch, gm John Boyer, cm	Carl W. Pendergraft, ce John Witherspoon, nd	Roy Storey, sd Chris Hermonson, wd	L-W AP Col.
KMOD 1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 3838	ABC Western Moore Meeker	John H. Schacht, p & gm Judson Sturtevant, slm Gene D'Accardo, pd & nd	Hollie Ritter, pmm Peter K. Onnigan, ce Charley Packard, fd	Jerry Palmer, sd Mary diFant, wd	Wld. AP GE
KTRB 1933	860 5,000-LS 1,000-N DA-N	KTRB Bcstg. Co., Inc. Norwegian Ave. 774	Grant	William H. Bates Jr., p, gm & ce Lee Roddy, cm	Milt Hibdon, pd, pmm & sd Charles McEwen, nd	Leonard Anderson, fd Hilda Higbee, wd	Cole, St. UP, INS GE
KTRB-FM *1949*	*Ch. 281 (B)* *104.1mc* *4.7kw*						
MONTEREY							
KMBY 1949	1240 250	Monterey Bcstg. Co. Hotel San Carlos 2-4541	Grant	Kenyon Brown, p.	S. M. Aston, gm	Sam H. Bennett, natl. slm.	
MT. SHASTA							
KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. East Alma St. 2124	Moore Western Continental	David H. Rees, co-o & sm Arthur Adler, co-o & gm	Iola Huntingdon, pd Donald F. Keys, ce	Bob Laverty, sd	Thes. AP RCA
NAPA							
KVON 1947	1440 500 DA-1	Napa Bcstg. Co., Inc. Foster Rd. 6-2023	LBS Forjoe Western Radio	Luther E. Gibson, gm			SES.
OAKLAND							
KLX 1922	910 1,000 (CP) 5,000 DA-1	Tribune Bldg. Co. Tribune Tower Glencourt 1-0660	Burn-Smith	J. R. Knowland Jr., p Glenn C. Shaw, gm J. Milton Seropan, cm	Jerry Morton, pd Roswell S. Smith, ce John K. Chapel, nd Mark Gerstle, pdm	Anne Truax, wd	.... AP WE
KLX-FM *1948*	*Ch. 267 (B)* *101.3mc* *20kw*						.... *GE*
KROW 1925	960 1,000	KROW, Inc. 464 19th St. Twinoaks 3-9600	Ra-Tel	Sheldon F. Sackett, p Alan L. Torbet, gm Jack Grant, cm	Russ Coglin, pd Paul Leake, ce William Winter, nd	Vern Louden, sd Betty Baker, wd	St. UP Col.
KWBR 1920	1310 1,000	Warner Bros. 327 22nd St. Higate 4-1212	Forjoe	S. W. Warner, ptnr. & gm	E. N. Warner, ptnr. & treas. F. Wellington Morse, cm	Jeane K. Fisher, pd Paul Gregg, ce	Cap. UP RCA
ONTARIO							
KOCS 1947	1510 250-D	The Daily Report Co. 222 E. B St. 62-754	O'Connell Western	(Mrs.) Jerene Appleby Harnish, p Herb Olson, gm	J. Neale Burns, cm Hal Morelli, pd Floyd Hall, ce	(Mrs.) Marjorie Negus Rogers, wd	Assoc. UP GE
KEDO-FM *1947*	*Ch. 228 (A)* *93.5mc* *0.31kw*						
OROVILLE							
KMOR 1951	1340 250	Oroville Bcstrs. P. O. Box 1032 1340		J. Steventon, p Roy D. Swanson, gm, pd & nd	William Talbitzer, pmm, cm & sd William Cronan, ce	Fred Hare, fd Von Douglass, wd	Thes. UP RCA
PALM SPRINGS							
KCMJ 1946	1340 250	Palm Springs Bcstg. Co. Box KK 2253	CBS Pearson	Joseph E. Gamble, p & gm	Dorothy Fanning, pd Phil Stone, pmm	Robert Harbison, ce & sd Paul Grannis, nd	.... AP ....
PALO ALTO							
KIBE 1949	1220 250-D	Assoc. Grocers Co-op. Seattle, Wash. Elliott 0770		James B. Rhodes, p Jay B. Rhodes, gm	Arnold Vezzani, cm Robert Seaman, pd	Paul S. Farrelle, ce Don Klein, sd	St. AP ....
PASADENA							
KALI 1950	1430 1,000-D DA	Consolidated Bcstg. Co. 758 E. Colorado Ryan 1-7149	Schepp-Reiner	Henry Fritzen, p	Jack Reeder, vp	Charles T. Hughes, secy-treas.	Assoc. UP RCA

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The BIG NEWS in Southern California radio is NEW

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.*

THERE'S A REASON!

Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice . . . salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The BIG NEW station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts . . . WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG for full details.

General Offices:

6540 Sunset Blvd., Hollywood 28, Calif.

STUDIOS: Avalon and Hollywood

*Source on request

K-BIG!
Testing KBIG Avalon
KBIG
Poole Broadcasting Co.
Testing KBIG Avalon Programs Start 1952
Testing KBIG Avalon Programs Start 195
Testing Radio Station KBIG Avalon 10,000 Watts Dial 740 Programs will be heard throughout the Southland Starting Early 19
Testing KBIG Avalon

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PASADENA—(Continued)							
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church Inc. 54 N. Madison Ave. Sycamore 3-2191		Myron Nichols, p Leon Hall, gm & pd	Joe Meeker, pmm & prog. sup.	Clayton Blake, ce Jim Brown, nd	.... Col.
KWKW 1942	1300 1,000 DA-N	S. California Bcstg. Co. 800 Sierra Madre Villa Rayn 1-6744	Forjoe	Marshall S. Neal, p William J. Beaton, g & cm Bill Garr, pd	Claire Hughes, pmm Paul W. Spargo, ce Bob Knouse, nd	Gordon Baker Lloyd, fd Andy James, sd	.... UP RCA
KWKW-FM *1947*	*Ch. 252 (A)* *98.3mc* *0.33kw*						
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bcstg. Co. 1401 S. Oak Knoll Ave. Sycamore 6-0201		Loyal K. King, p, g & cm	Jack Reeder, ce Carl Saunders, nd	Dr. LeRoy Smith, fd Marion Atkinson, wd	Wld. AP WE
PASO ROBLES							
KPRL 1946	1230 250	Leslie H. Hacker Radio Station KPRL 204	MBS, KBS Grant	Leslie H. Hacker, p Dale Schwartz, gm & ce Jack Wasson, cm	Bob Wilton, pd & fd Barbara DeNike, pmm, n & wd	Hugh Harling, sd	St. .... RCA
PETALUMA							
KAFP 1950	1490 250	Petaluma Bcstrs. P. O. Box 480 2-7255		V. A. L. Linder, p, gm & pmm	W. A. Exline, vp, pd & nd M. E. Linder, secy. & cm	Forrest Hughes, ce Gene Linder, fd Ted Kenessey, sd	Thes. UP G
PITTSBURG							
KECC 1949	990 1,000 DA-N	KECC, Inc. 235 Railroad Ave. 2-2964	Grant	Mel D. Marshall, gm John C. MacFarland, cm Ted Mermod, pd	George S. Spelvin, pmm William P. Grether, ce L. S. Gilman, nd	Herb Markall, sd	L-W., Wld. UP WE
POMONA							
KPMO 1947	1600 500	Dean H. Wickstrom 1240 E. Holt Ave. Lycoming 2-1293		Dean H. Wickstrom, p Wally Seidler, sm Florence E. Wickstrom, pd	Donald Kerr, ce Bruce Twerrill, sd	Marsha Clark, wd	.... UP Ray.
PORTERVILLE							
KTIP 1947	1450 250	J. F. Tighe P. O. Box 1312 1450		J. F. Tighe, o			
RED BLUFF							
KBLF 1946	1490 250	Tehama Bcstg. Co. 346 Oak St. 354	LBS Moore	Arvo Haapanen, p, gm & ce	(Mrs.) Jane Harter, wd		.... G
REDDING							
KVCV 1936	600 1,000 DA-1	Golden Empire Bcstg. Co. Box 717 Merced, Calif. 1646	MBS Grant	Mrs. Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm	Lyle Mathys, pd Robert Hoskins, pmm Russell Pope, ce	Charles Castor, nd Vince Lambert, f & sd Fran Bruce, wd	St., Wld. .... RCA
KVRE(FM) *1948*	*Ch. 280 (A)* *103.9mc* *1kw*						
RIDGECREST							
KIWL (CP)	1240 250	Indian Wells Bcstg. Co. Box 252					
RIVERSIDE							
KPRO 1941	1440 1,000	Bcstg. Corp. of America P. O. Box 987 6290	KBS, LBS Scott Young	W. L. Gleeson, p & gm Charles Henson, cm Paula Nish, pd	Richard Sampson, ce Bill Paul, nd	Don Dalson, fd Bob Wareham, sd Mary Gleeson, wd	Cap., Wld. AP, INS Col.
KPOR(FM) *1946*	*Ch. 248 (B)* *97.5mc* *81.6kw*						.... *GE*

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KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally By

AVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles

SACRAMENTO

KCRA **1945**	1320 5,000-LS 1,000-N DA-2	KCRA Inc. 1010 11th St. Gilbert 2-0758	NBC Meeker	Ewing C. Kelly, p & gm John Dupell, cm I. Earle Russell Jr., pd	Irma Davis, pmm W. Herbert Hartman, ce Hal Laffoon, nd	Bill Conlin, sd Frances Paige, wd	Wld. AP, UP WE
KCRA-FM *1947*	*Ch. 241 (B)* *96.1mc* *11kw*						.... *GE*
KFBK **1922**	1530 50,000 DA-1	McClatchy Bcstg. Co. 703 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, o Keith Collins, gm	Perry Nelson, cm Richard Burdick, pd	Louise Schultz, pmm Stam Sronce, ce	Cap., Thes. AP, UP
KFBK-FM *1947*	*Ch. 245 (B)* *96.9mc* *3.2kw*						
KROY **1937**	1240 250	Harmco Inc. Sacramento Hotel Bldg. Gilbert 2-0758	CBS Avery-Knodel	Clyde F. Combs, vp & gm	William H. Blackburn, pd & pmm William Karpisek, ce	Henry Thornley, n & sd Scotty Mortland, fd	Assoc. UP, INS WE
KXOA **1945**	1470 1,000 DA-1	Sacramento Bcstrs. Inc. P. O. Box 94 Hickory 9-3576	MBS Pearson Western	Lincoln Dellar, p Robert W. Dumm, gm	Dean Seaton, pd & sd Ewald Berger, ce	Beth Shelby, wd	.... UP Col.
KXOA-FM *1947*	*Ch. 300 (A)* *107.9mc* *12.5kw*						
KGMS **(CP)**	1380 1,000-D DA	Capitol Radio Enterprises 1100 N. St.					

SALINAS

KSBW **1947**	1380 1,000 DA-1	Salinas Bcstg. Corp. P. O. Box 1651 8071	MBS Western Burn-Smith	John C. Cohan, gm William M. Oates, cm Neal Edmundson, pmm	Ross Taylor, pd, n & sd Herbert Hanes, ce	Anne LoPresti, wd	Cap. AP ....

SAN BERNARDINO

KCSB **1948**	1350 500 DA-N	San Bernardino Valley Bcstrs. 770 Mill St. 8-2245	Forjoe	Essie Binkley West, p T. F. Whyte, gm	Charles Bennett, pd, pmm & sd Dean Kiner, ce	John Du Bose, n & fd Nadine Hill, wd	Thes. AP WE
KFXM **1929**	590 1,000 DA-2	Lee Bros. Bcstg. Corp. 512 Fifth St. 4761	MBS Don Lee Blair	J. Clifford Lee, p E. W. Lee, vp & gm Donald Cummings, cm Paul H. Martin, nat. sls m	Evelyn Fagin, pd Gene Lee, pmm George Ewing, ce	John Harder, nd Howard Baichly, fd	Wld. UP RCA
KITO **1947**	1290 5,000 DA-2	KITO Inc. 569 Fourth St. 7807	ABC Pacific Regional Hollingbery	J. J. Flanigan, p & gm Charles B. Foll, cm Arnold K. Benum, pd & pmm	Richard Klitzing, ce Robert Van Roy, nd Fred Reinhardt, fd	Wyn Stewart, sd Marjorie Sharpe, wd	Cap. UP RCA
KRNO **1948**	1240 250	Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771	Cooke Moore	James W. Gerrard, p & cm Norman H. Rogers, vp, g & pmm	George W. Brock, vp & ce Bob Stone, pd Van C. Newkirk, treas.	Roy R. Thomas, secy. Charles Palmer, nd Twyla Stewart, wd	SES. AP RCA

SAN BRUNO

KSBR(FM) *1947*	*Ch. 263 (B)* *100.5mc* *250kw*	*Radio Diablo Inc.* *798 San Mateo Ave.* *Juno 8-1465*		*Orrin H. Brown, p* *Arthur Arrigoni, ce*			*St.* ....

KCRA

SACRAMENTO
CALIFORNIA

Carries more "Retail Grocery Business" than all other Sacramento stations combined!

Ask about the KCRA merchandising plan

NBC AFFILIATE

REPRESENTATIVES:
ROBERT MEEKER & ASSOCIATES

SACRAMENTO RANKS
11th in PER CAPITA EFFECTIVE BUYING INCOME
21st in PER FAMILY EFFECTIVE BUYING INCOME
40th in FURNITURE—HOUSE—RADIO SALES
47th in DRUG SALES
51st in AUTOMOTIVE SALES
52nd in TOTAL RETAIL SALES
55th in GENERAL MERCHANDISE SALES
57th in FOOD SALES
59th in TOTAL EFFECTIVE BUYING INCOME

CALIFORNIA—(Continued)

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SAN DIEGO							
KCBQ 1946	1170 5,000-LS 1,000-N DA-1	Charles E. Salik Hotel Manor Jackson 4103	CBS Columbia Pacific Avery-Knodel	Charles E. Salik, p & gm Graham H. Moore, cm Grady Edney, pd	Regina Bess, pmm Charles J. Sherburne, ce Lorena James, bus. m	Dick Boynton, nd Howard Keddie, fd Bob Regan, sd Izetta Jewel, wd	L-W UP RCA
KFMB 1941	550 1,000 DA-1	Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114	ABC Branham	John A. Kennedy, chmn. of bd. Howard L. Chernoff, gm W. O. Edholm, gen. slm	Hobby Myers, cm Paul W. White, exec. editor, pd & nd Lisle F. Shoemaker, pmm	Walter Mathews, pdm Thornton Chew, ce Bill Bozarth, sd	Cap., SES. AP GE
KFMB-TV 1949		Kennedy Bcstg. Co. 1405 Fifth Ave.		(For full information see TELECASTING Yearbook)			
KFSD 1926	600 5,000 DA-1	Airfan Radio Corp., Ltd. 326 Broadway Franklin 6353	NBC Raymer	Thomas E. Sharp, p	John C. Merino, m	Leroy Bellwood, ce	Wld. INS RCA
KFSD-FM *1948*	*Ch. 231 (B)* *94.1mc* *33kw*						
KGB 1927	1360 1,000	Don Lee Bcstg. System 1017 First Ave. Franklin 6151	MBS Don Lee Blair	Willet H. Brown, p Wilt Gunzendorfer, g & cm, s & wd	Matt Long, pd Joe Kline, ce	Johnnie Black, nd	Wld. AP ....
KSDO 1947	1130 5,000-LS 1,000-N DA-2	San Diego Bcstg. Co. 1029 Second Ave. Main 2041	LBS Pearson	Jack Heintz, vp, g & cm	Wilson Edwards, pd	Vern Milton, ce	St. AP WH
KSON 1947	1240 250	Studebaker Bcstg. Co., Inc. 630 F St. Franklin 5175	Forjoe	Fred Rabell, co-o, p, g & cm	Dorothy Johnson, co-o, vp, asst. m, pd, wd & pmm	Norman Burwell, ce	Assoc. AP RCA
SAN FERNANDO							
KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks State 4-6291		F. J. Smalley Jr., p & gm Howard P. Gray, cm	Allan McKee, pd Jay Rice, ce	Shirley De Priest, traffic m	Cap. UP RCA
SAN FRANCISCO							
KCBS 1912	740 50,000 DA-2	Columbia Bcstg. System Inc. of Calif. Palace Hotel Yukon 2-7000	CBS Columbia Pacific CBS Radio Spot Sales	Frank Stanton (CBS) p Arthur Hull Hayes, vp & gm Jules Dundes, d of sls & adv.	Fred Ruegg, pd Howard Gossage, pmm Alan Cormack, ce William Cullenward, d of press info.	William Nietfeld, nd Gordon Roth, fd Carroll Hansen, sd Jane Todd, wd	L-W AP, UP GE
KCBS-FM *1948*	*Ch. 279 (B)* *103.7mc* *44kw*						
KDFC(FM) *1947*	*Ch. 271 (B)* *102.1mc* *33kw*	*Sundial Bcstg. Corp.* *369 Pine St.* *Yukon 2-6271*		*William R. Crocker, p*	*Edward Davis, g & cm*	*Cecelia Ulfelder, pd* *Buck Campbell, ce*	*Wld.* .... *WE*
KFRC 1924	610 5,000	Don Lee Bcstg. System 1000 Van Ness Prospect 6-0500	MBS Don Lee Blair	William D. Pabst, gm Merwyn McCabe, cm Mel Venter, pd	Dink Templeton, pmm & sd Ernest Underwood, ce	James McArdle, sup. engrg. Al Berglund, nd (Mrs.) Josephine Martin, wd	.... AP, INS WE
KGO 1924	810 50,000 DA-1	American Bcstg. Co. 155 Montgomery Exbrook 2-6544	ABC ABC Spot	Robert Kintner (ABC) p Gayle Grubb, vp & gm Alan Johnstone, cm	Harry Stone, mgr net sls Keith Kirby, pd Gordon Grannis, pmm A. E. Evans, ce	Vic Reed, nd Ira Blue, sd	Assoc., Cap., St. AP, INS WH
KGO-FM *1947*	*Ch. 291 (A)* *106.1mc* *50kw*						.... *GE*
KGO-TV 1949		American Bcstg. Co. 155 Montgomery		(For full information see TELECASTING Yearbook)			
KGSF(FM) *1947*	*Ch. 247 (B)* *97.3kw* *10kw*	*Warner Bros. (KWBR)* *327 21st St.* *Higate 4-1212*	*Forjoe*	*S. W. Warner, gm*	*F. W. Morse, sm*		.... *UP* ....
KJBS 1924	1100 1,000-D L-WTAM	KJBS Bcstrs. 1470 Pine St. Orway 3-4148	H-R Reps.	E. P. Franklin, p & gm	Stanley G. Breyer, cm Roger Roberts, ce	Charles F. Pendleton, pd & nd	L-W, St., Mac, Assoc., Cap. UP, INS WE
KNBC 1922	680 50,000	National Bcstg. Co. 420 Taylor St. Graystone 4-8700	NBC NBC Spot	Joseph H. McConnell (NBC) p Lloyd E. Yoder, gm Alfred W. Crapsey, cm	Paul Speegle, pd Dean Moxley, pmm Curtis Peck, ce Hal Wolf, sd	George Greaves, asst. gm John Thompson, nd Henry Schacht, fd Dorothy Rankin, wd	Assoc., Thes. AP, UP, INS RCA
KNBC-FM *1949*	*Ch. 259 (B)* *99.7mc* *45kw*						
KPOO (CP)	1010 1,000-D	Grant R. Wrathall Rt. 2, Box 260 Aptos, Calif. 3352		Grant R. Wrathall, o			.... *RCA*
KRON(FM) *1948*	*Ch. 243 (A)* *96.5mc* *44kw*	*The Chronicle Pub. Co.* *901 Mission St.* *Garfield 1-1100*		*Charles Thieriot, gm* *Norman Louvau, cm*	*Lansing Bailey, pd*	*R. A. Isberg, ce*	.... *AP* *RCA*
KRON-TV 1949		The Chronicle Pub. Co. 901 Mission		(For full information see TELECASTING Yearbook)			
KSAN 1925	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171		S. H. Patterson, p Lee C. Mikesell, g & cm	Clint Sherwood, pd & pmm Norwood J. Patterson, ce	Frank Arthur, n & sd Susan Alex, wd	.... UP RCA
KSFO 1925	560 5,000-LS 1,000-N	The Associated Bcstrs., Inc. Van Ness & Greenwich Sts. Prospect 6-6200	Headley-Reed	Wesley I. Dumm, p Richard C. D. Bell, asst. to p Philip G. Lasky, gm	John G. Campbell, cm Franklin M. Dumm, secy-treas. Robert A. Hansen, pd	Kay Mulvihill, pmm A. E. Towne, d of engrg. Herb Kennedy, fd Faye Stewart, wd	St., Wld. UP, INS ....
KPIX(TV) 1948		KPIX Inc. Van Ness & Greenwich Sts.		(For full information see TELECASTING Yearbook)			
KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Bcstg. Co Fairmont Hotel Douglas 2-2536	LBS Hollingbery	J. Elroy McCaw, p Jock Fearnhead, gm	Ken Hilderbrandt, cm Harrison Woolley, pmm Paul Beck, ce	Art Primm, nd Les Keiter, sd	.... UP RCA
SANGER							
KSJV 1947	900 1,000-D	Radio Sanger Co. P. O. Box 247 2501	LBS O'Connell	Earl J. Fenston, p Julian J. Nielsen, gm	Davis C. Camp, asst. m, pd & fd	Russell Friend, ce Walt Novell, nd	Wld. UP Col.

Data corrected to Dec. 6, 1951. If executives or services for FM are same as AM affiliate names are not repeated.

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SAN JOSE

KEEN 1947	1370 1,000 DA-1	United Bcstg. Co., Inc. Hotel De Anza Cypress 4-0344	Grant	George M. Mardikian, p Floyd Farr, gm Robert Blum, cm & sd	George Snell, pd & pmm Willis Green, ce	Glenn Dunham, fd Jean Martin, wd	.... UP Ray.
KLOK 1946	1170 5,000-LS (CP) 5,000-LS 1,000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	E. L. Barker, p & gm Richard E. Ryan, cm	Ruth Poindexter, pd & wd Billy Cunningham, ce	R. A. Poindexter, nd Bob Custer, sd	.... AP RCA
KSJO 1946	1590 1,000-LS 500-N DA-N	Santa Clara Bcstg. Co P. O. Box 995 Cypress 3-8030	LBS	Patrick H. Peabody, p Charles F. Mallory, vp & gm	Richard W. O'Donnell, slm Norman Paul, pd & asst. m, n & fd	Jan Jarvis, pmm & wd Bob Webb, ce Frank Herron, sd	Wld. UP WE
KSJO-FM *1947*	*Ch. 237 (A)* *95.3mc* *1kw*						.... *GE*
KXRX 1948	1500 1,000 DA-2	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Western Moore	J. E. Levitt, p & gm Gordon Graham, c & pmm	Frank G. Kilpatrick, pd & nd	Frank Glass, ce	.... UP RCA

SAN LUIS OBISPO

KATY 1949	1340 250	San Luis Bcstg. Co. Carpenter Bldg. 3171	ABC Western	John R. Rider, ptnr. & gm Morden R. Buck, ptnr.	D. D. MacLeod, cm Chap Rollins, pd & fd James H. Eaken, ce	Alan Bowles, music d Joe Doran, nd Cliff Rettig, sd	.... UP Ray.
KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson 851 Higuera St. 1100	MBS, KBS Don Lee Grant	Christina M. Jacobson, p Les Hacker, gm Joseph Shuttleworth, cm	Arthur Hapgood, pd Hugh Harling, pmm & sd Dale Schwartz, ce	Don Mitchell, n & fd Evelyn Mitchell, wd	St. AP RCA

SAN MATEO

KEAR 1947	1550 1,000 DA-N	Bay Radio Inc. 811 S. B St. Diamond 4-2594	Grant Good Music Bcstrs.	Stephen A. Cisler, p Howard J. Smiley, vp & gm	Douglas Pledger, pd Douglas F. Mariska, ce	Lucille Seese, music d	.... UP Ray.
KVSM 1946	1050 250-D	Hugh H. Smith 279 Baldwin Ave. Diamond 4-2541	Walker	Hugh H. Smith, p Gilbert L. Bond, gm	Frank Livermore, office m	Merwyn F. Planting, ce	Cole UP Tem.

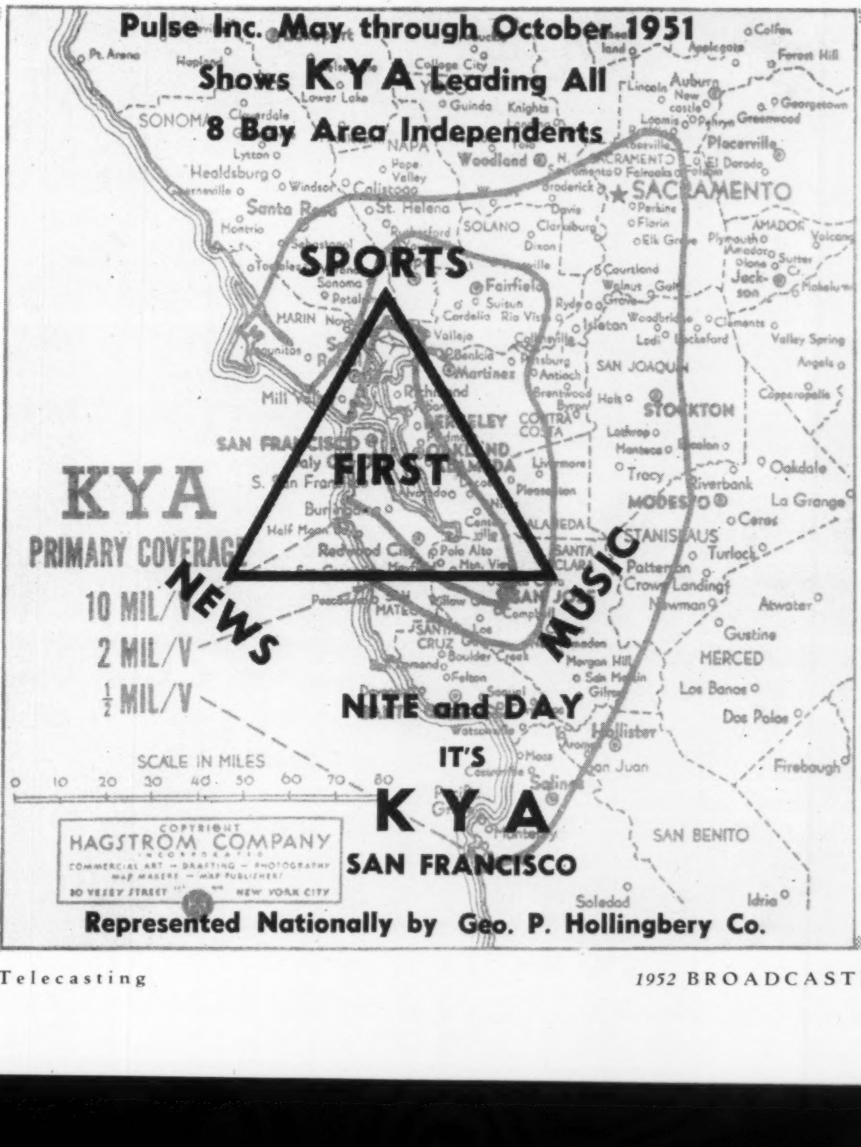
SAN RAFAEL

KTIM 1947	1510 1,000-D	Marin Bcstg. Co. 1117 Fifth Ave. 1510		Roy A. Brown, p Hugh Turner, vp	Clifford Trotter, cm Peter Miller, pd	Virginia Steiner, pmm Kitty Oppenheimer, wd	.... UP Ray.

SANTA ANA

KVOE 1926	1480 1,000 DA-N	The Voice of the Orange Empire Inc., Ltd. 105 E. 5th St. Kimberley 3-8321	MBS Don Lee Pearson	Ernest L. Spencer, p & gm Donner P. Spencer, cm	Deane S. Long, sm George Marshall Dewey, pd	Bob Gleeson, pmm & sd Stanley G. Guenther, ce Art Sipherd Jr., nd	Cap., Mac. UP RCA
KVOE-FM *1947*	*Ch. 244 (B)* *96.7mc* *1kw*						.... *GE*

IN
NORTHERN
CALIFORNIA
THE
BIG TEN
IS
COVERED
BY
KYA



Pulse Inc. May through October 1951
Shows KYA Leading All
8 Bay Area Independents
SPORTS
FIRST
NEWS
MUSIC
KYA
PRIMARY COVERAGE
10 MIL/V
2 MIL/V
½ MIL/V
SCALE IN MILES
0 10 20 30 40 50 60 70 80
NITE and DAY
IT'S
KYA
SAN FRANCISCO
COPYRIGHT HAGSTROM COMPANY
SACRAMENTO
STOCKTON
SAN FRANCISCO
SAN JOAQUIN
MERCED
SAN BENITO
Represented Nationally by Geo. P. Hollingbery Co.

The
BIG TEN
2,711,374
PEOPLE
"PLUS"
1950 U. S. Bureau of Census
Estimated Population

(1) San Francisco Co.	760,381
(2) Alameda Co.	734,740
(3) San Mateo Co.	234,030
(4) Santa Clara Co.	288,852
(5) Santa Cruz Co.	65,920
(6) Contra Costa Co.	297,400
(7) Solano Co.	102,174
(8) Napa Co.	40,453
(9) Sonoma Co.	102,685
(10) Marin Co.	84,739

IN KYA'S PRIMARY
COVERAGE

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SANTA BARBARA							
KDB 1921	1490 250	Lincoln Dellar Radio Square 4131	MBS Don Lee Western Pearson	Lincoln Dellar, p & o Colin M. Selph, vp & gm Fred M. Hall, asst. m & pd	Bob Byrne, traffic m & nd Ewald W. Berger, ce Bob Carter, supvr. engr.	John McCormick, sd Peggy Walker, wd	.... UP WE
KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3981	NBC Hollingbery	Harry C. Butcher, p, gm & nd James Blomfield, cm	Mary Ann Casey, pd & wd Michael J. McKeogh, pmm	Raymond Kubly, ce Jose Medina, fd Gordon Stafford, sd	Thes. UP RCA
KTMS 1937	1250 1,000 DA-1	News-Press Pub. Co. De la Guerra Plaza 3911	ABC Raymer	T. M. Storke, p C. A. Storke, vp Al Albinger, g & cm	Ed Sprague, pd & sd Cliff Badger, pmm Ed Shedd, ce	Al Sanders, nd Tommy Kleveland, fd Ellen Winkelmann, wd	L-W AP ....
SANTA CATALINA ISLAND							
KBIG (CP)	740 10,000-D DA	John H. Poole Bcstg. Co. 1109 Security Bldg. Long Beach, Calif.		John H. Poole, o	Robert J. McAndrews, cm	Cliff Gill, oper. m	
SANTA CRUZ							
KDON 1935	1460 5,000 DA-1	Salinas Newspapers Inc. 123 W. Alisal St. Salinas, Calif. 6451	LBS Forjoe	Merritt C. Speidel, p Gilbert V. Baymiller, gm Lawrence B. Butler, cm	Orel Phillips, pd Omer Wright, ce	George Whisler, fd Irene Sweet, wd	Wld., Cole UP WH
KSCO 1947	1080 1,000-LS 500-N DA-N	Radio Santa Cruz P. O. Box 1080 1080		Charles V. Berlin, mgng. ptnr., g & cm, pd & ce	Johnny Lamb, sd	Majorie McKeon, wd	St., Thes. AP RCA
SANTA MARIA							
KCOY 1947	1400 250	News-Press Pub. Co. 114 W. Cook St. 5-2644	ABC 101 Net. Raymer	T. M. Storke, ptnr. Charles A. Storke, ptnr. J. W. Benes, gm	Bobbie Lee Davis, pd & wd Bryant Smith, nd	Sam Taylor, f & sd	Cap. AP Ray.
KSMA 1945	1240 250	John H. Poole 510 W. Morrison St. 5-2582	O'Connell	James (Joe) Hagerman, co-m	John I. Groom, co-m		.... UP ....
SANTA MONICA							
KOWL 1947	1580 5,000-D	KOWL Inc. Pico at Ocean Exbrook 4-6761		Arthur H. Croghan, p, g & cm	Warren Deem, pd	John Morecroft, ce	.... UP WE
SANTA PAULA							
KSPA 1948	1400 250	Santa Paula Bcstrs. Inc. Santa Paula 940		C. Harvey Haas, p, gm & pd Ace Martin, c & pmm	Bob Funnell, ce Bob Rae, f & sd	Carry Lane, wd	.... AP Col.
SANTA ROSA							
KSRO 1937	1350 1,000 DA-1	Finley Bcstg. Co. Finley & Fresno Sts. 110	LBS Grant	(Mrs.) Ruth E. Finley, p Charles P. Scott, g & cm	Al Pearson, pd & nd Verne Hassett, ce	Bud Magrini, sd Harriet Barnes, wd	.... UP RCA
SEGUIN							
KWED 1948	1580 1,000-D	Garfield Kiel & Weldon Lawson 200 S. Camp St. 1580	Best	Garfield Kiel, gm Stan McKenzie, sta., c, pmm & sd	Henry Lehnhoff, pd Louie Sowders, ce Jim Caldwell, n & fd	Faye Chessher, wd	L-W UP WE
SONORA							
KROG 1949	1450 250	Mother Lode Bcstg. Co. Sonora 426		Ianthe Densmore, o	Ken Randolph, gm	Clayton Coldwell, ce	St., SES. AP Ray.
STOCKTON							
KGDM 1926	1140 5,000 DA-N	E. F. Peffer 519 E. Market 4-4551	CBS Blair	E. F. Peffer, p E. Smith, g & cm M. Humphreys, pd	E. Pierini, pmm J. Tyron Kelley, ce Bell Lange, n, f & sd	Elsie Flower, wd	Wld. UP, INS WH
KGDM-FM *1946*	*Ch. 225 (B)* *92.9mc* *1.4kw*						.... *REL*
KSTN 1949	1420 1,000-DA-1	San Jouquin Bcstg. Co. Clark Hotel 4-7338	Hollingbery	D. M. Greene, gm	Ellis Lind, pd	Carl McGee, ce	.... UP Col.
KWG 1921	1230 250	McClatchy Bcstg. Co. 612 E. Market St. 5-5728	ABC Raymer	Eleanor McClatchy, p Howard L. Bailey, sm James E. Longe, pd	Frank Nesmith, ce Paul Huebner, nd John Mackenzie, fd	Jim Ranger, sd	Cap., Thes. AP ....
KXOB 1947	1280 1,000 DA-N	Valley Bcstg. Co. Hotel Stockton 4-7313	MBS Don Lee Western Pearson	Lincoln Dellar, p Grant Pollock, g & cm Daren McGavren, pmm	Homer Van Derwerker, pd & fd Ewald Berger, ce	Albert Chance, nd Bob O'Brien, sd Carol Lynn Montgomery, wd	.... UP Ray.
SUSANVILLE							
KSUE 1948	1240 250	Nolan Hallowell & James E. McKahan P. O. Box 610 2020	Moore	Nolan Hallowell, ptnr., g & pmm James E. McKahan, ptnr.	Leslie E. McLarrin, cm & sd Wm. E. Cruse & Dale M. Dwelley, pd	Harold C. Houston, ce, n & fd Gwen W. Waltz, traffic m & wd	Wld., Cap. UP ....
TAFT							
KTKR 1948	1310 500-D	Taft Bcstg. Co. P. O. Box "WW" 5-3101		Kenneth Aitken, c & sm			.... UP ....
TULARE							
KCOK 1945	1270 1,000 DA-N	Herman Anderson Box 119 6-2866	MBS Don Lee Grant	Herman Anderson, p Sheldon Anderson, gm J. Alan Rinehart, sm	Stan Simpson, cm Art Brock, pd, n & sd	Jean Hixson, pmm, f & wd Don Ferguson, ce	Cap. UP Col.
TURLOCK							
KTUR 1949	1390 1,000 DA-N	Turlock Bcstg. Co. P. O. Box 526 4-5827	LBS O'Connell	Wallace Lindskoog, p H. Ansell McMillen, g & cm	David Wisner, pd, n & fd	Alsie Iris Throp, traffic m Max Sayre, ce	L-W, SES. Thes. UP ....
UKIAH							
KUKI 1950	1400 250	Bartley T. Sims P. O. Box 638 1400	Moore Western	Bartley T. Sims, p & gm Louis DuMoulin, cm John Oliveira, pd	Marguerite Sims, pmm Stanley P. Ryno, ce Grover Gent Jr., nd	John Franklin, fd Phillip Trine, sd Dru Stewart, wd	St. AP RCA
VALLEJO							
KGYW 1947	1190 250-D	Calif.-Nev. Bcstg. Co. 3267 Sonoma Blvd. 3-5667	Moore Western	H. Q. Joucken, ptnr. David McKay, ptnr. & gm	Ralph W. Stillings, sls & cm Wm. L. Roberts, ce	Hal Engebretson, n & sd Olive Fowles, wd	.... UP ....
VENTURA							
KVEN 1948	1450 250	Coast Ventura Co. Box 1611 Miller 3-8675		Harry Engel, gm Sid Held, cm	Dana Marble, pd, n & sd Jack Powell, pmm Donald C. Brown, ce	Ed Walden, fd Jane Smith, wd	.... UP Col.
KVVC 1948	1590 1,000 DA-1	KVVC The Voice of Ventura County P. O. Box 1411 Miller 3-6185	KBS, LBS Grant	W. H. Haupt, p	Roland B. Vaile, sm	Charles A. Farmer, ce	.... RCA

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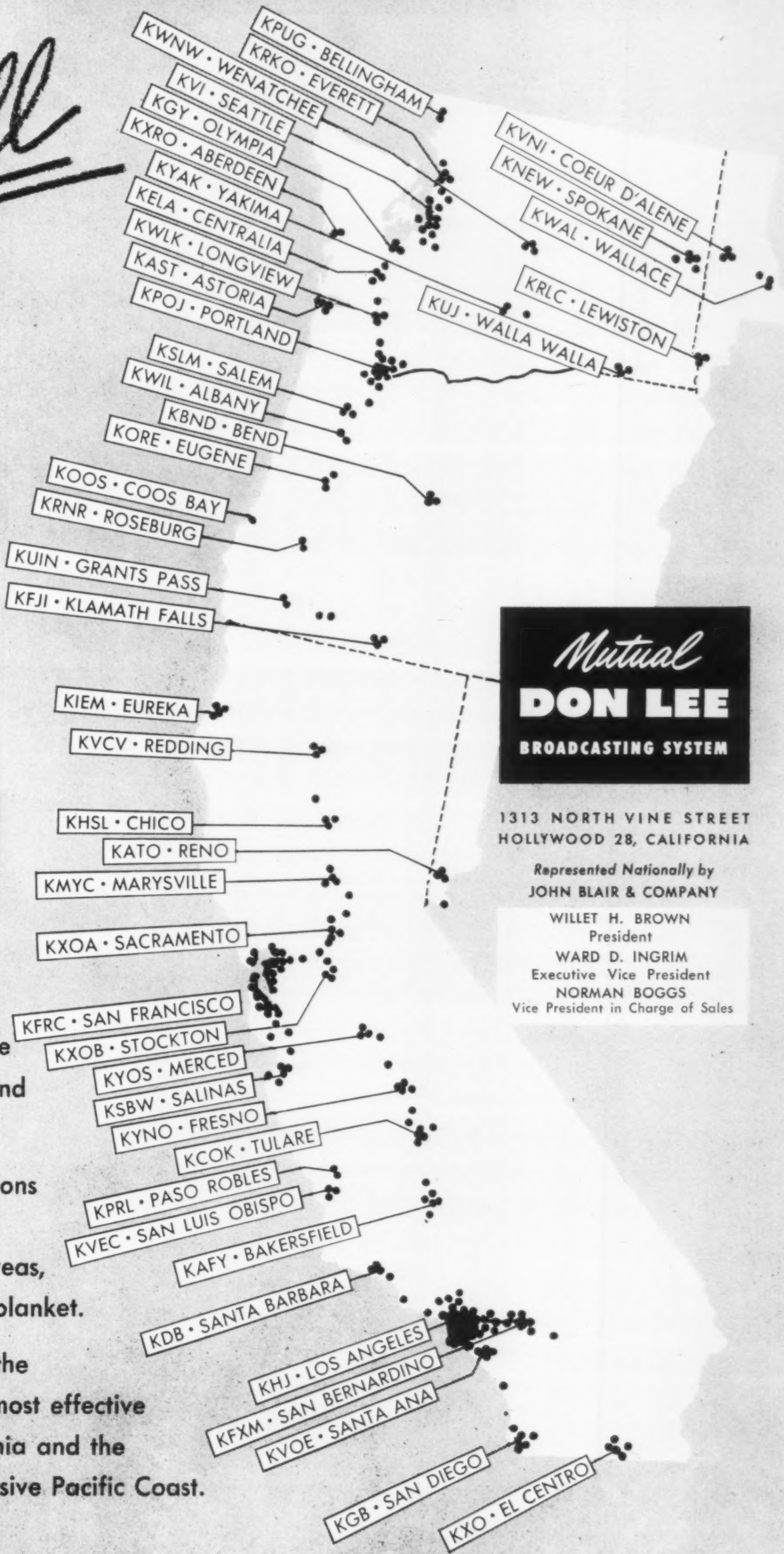
ON THE ENTIRE PACIFIC COAST

They *still* listen where they live and buy!

Don Lee is the ONLY network reaching Pacific Coast people where they live—where they spend their money.

Don Lee's 45 network stations are located within each of 45 important marketing areas, covering the Coast like a blanket.

Don Lee is STILL the best, the most economical and the most effective selling medium for California and the rest of the wealthy, responsive Pacific Coast.


KPUG • BELLINGHAM
KRKO • EVERETT
KWNW • WENATCHEE
KVI • SEATTLE
KGY • OLYMPIA
KXRO • ABERDEEN
KYAK • YAKIMA
KELA • CENTRALIA
KWLK • LONGVIEW
KAST • ASTORIA
KPOJ • PORTLAND
KVNI • COEUR D'ALENE
KNEW • SPOKANE
KWAL • WALLACE
KRLC • LEWISTON
KUJ • WALLA WALLA
KSLM • SALEM
KWIL • ALBANY
KBND • BEND
KORE • EUGENE
KOOS • COOS BAY
KRNR • ROSEBURG
KUIN • GRANTS PASS
KFJI • KLAMATH FALLS
KIEM • EUREKA
KVCV • REDDING
KHSL • CHICO
KATO • RENO
KMYC • MARYSVILLE
KXOA • SACRAMENTO
KFRC • SAN FRANCISCO
KXOB • STOCKTON
KYOS • MERCED
KSBW • SALINAS
KYNO • FRESNO
KCOK • TULARE
KPRL • PASO ROBLES
KVEC • SAN LUIS OBISPO
KAFY • BAKERSFIELD
KDB • SANTA BARBARA
KHJ • LOS ANGELES
KFXM • SAN BERNARDINO
KVOE • SANTA ANA
KGB • SAN DIEGO
KXO • EL CENTRO

Mutual
DON LEE
BROADCASTING SYSTEM

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by
JOHN BLAIR & COMPANY

WILLET H. BROWN
President
WARD D. INGRIM
Executive Vice President
NORMAN BOGGS
Vice President in Charge of Sales

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
VICTORVILLE							
KVRV (CP)	960 5,000-D	Francisco Rental Co.					
VISALIA							
KKIN 1946	1400 250	Tulare County Bcstg. Co. Hotel Johnson P. O. Box 1589 4-5811	Forjoe	Lyman A. Treaster, p, gm, ce & fd	Albert F. Blain, c & pmm Don Warren, n & sd	Mildred Hummel, wd	.... AP ....
WASCO							
KWSO 1950	1050 1,000-D	Maple Leaf Bcstg. Co. P. O. Box 366 2145		E. J. Peters, p Theo. G. Heinrichs, gm Ed Eidsen, cm	Bob Bann, pd Robbie Robertson, ce Don Rodewald, n & fd	Don Knowles, sd Pat Geisler, wd	L-W UP Col.
WATSONVILLE							
KHUB 1937	1340 250	Patrick H. Peabody Atkinson Lane 4-5641	Hoffman	Patrick H. Peabody, p Hal E. Chase, gm	Don Smith, pd & fd James Howard, ce Ford Warner, nd	Dale Phillips, sd Mary Lou Banovac, wd	L-W AP GE
YREKA							
KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Yreka 624	LBS Moore	Ernest Millbourn, p Holt C. Wardrip, gm	Wm. R. Maginnis, cm, ce & nd Thomas G. Moran, slm	Don Comstock, sd	SES., Wld. AP RCA
YUBA CITY							
KUBA 1947	1600 1,000-LS 500-N DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville 3-7309	LBS Western West Coast	C. V. Ullom, p Roger R. Hunt, gm Clyde Goodnight, cm	Bill Noethens, pd Lloyd Klemp, pmm & sd John Rolih, ce	Ambrose Roy, nd Don Brown, fd Erika Ryan, wd & traffic d	St., Thes. AP ....

COLORADO

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
ALAMOSA							
KGIW 1929	1450 250	E. L. Allen P. O. Box 179 26	KBS, LBS	E. L. Allen, p & gm Lloyd Allen, cm, pd, f & wd	Charles Dynes, pmm & sd	C. W. Brokaw, ce	SES. UP G
BOULDER							
KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Columbine H-R Reps.	Herb Hollister, p Russel Shaffer, vp, g & cm	C. O. Allen, pd Blair Dobbins, ce Bob Butz, nd	Earl Hicks, sd Marge McGavren, wd	St. AP Col.
CANON CITY							
KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1100	KBS Columbine	Raymond M. Beckner, p, g & cm & nd	Guy C. Underhill, pd & wd	Denver Wells, ce H. A. Brink, fd	.... UP ....
COLORADO SPRINGS							
KRDO 1947	1240 250	Pikes Peak Bcstg. Co. Alta Vista Hotel Main 1125	Columbine	Joseph H. Rohrer, p, g & pmm Harry W. Hoth, cm	Jean Gitz, pd & wd Robert W. Fitzmorris, ce Paul C. Crozier, bus. m	Wes Bradley, nd Bob Burghart Jr., sd	L-W, St., Thes. AP RCA
KVOR 1923	1300 1,000	Voice of the Rockies, Inc. Exchange Nat'l. Bank Bldg. Main 278	CBS Raymer	James D. Russell, p, g & cm	Isabelle McClung, pd & wd Cecil Seavey, pmm & sd	H. Cozine Strang, ce Hal Bumpus, n & sd	Assoc. UP WE
CRAIG							
KRAI 1949	1230 250	Northwestern Colo. Bcstg. Co. Craig 707	KBS Columbine Best	Dale G. Moore, m George Cory, gm	George Norvell, cm & sd Dick Fuss, pd	Robert Sidwell, ce	Cap. UP WE
DENVER							
KFEL 1923	950 5,000 DA-1	Eugene P. O'Fallon, Inc. Albany Hotel Alpine 4681	MBS Blair	Gene O'Fallon, gm Frank Bishop, mgng. d W. H. Conklin, cm	Dale Morgan, pd Kennie MacDowd, pmm Thomas G. Morrissey, ce	Jack Fitzpatrick, n & sd Gus Swanson, fd	Assoc., SES. INS WE
KFEL-FM *1948*	*Ch. 247 (A)* *97.3mc* *23.5kw*						.... *WH*
KLZ 1922	560 5,000 DA-1	Aladdin Radio & Television Inc. 17th & Lincoln St. Main 4271	CBS Katz	Harry E. Huffman, p Hugh B. Terry, gm Main Morris, cm Mathew McInevy, pub. service d	Lee Fondren, natl. slm Charles Roberts, pd Dick Barber, co-pmm Carl Herzman, fd	Harvey Wehrman, ce John Cunners, co-pmm Sheldon Peterson, nd Larry Varnell, sd	St. AP, INS RCA
KLZ-FM *1945*	*Ch. 231 (B)* *94.1mc* *5.3kw*						.... *WE*
KMYR 1941	1340 250	KMYR Bcstg. Co. 422 Security Life Bldg. Main 4161	LBS Columbine Rambeau	F. W. Meyer, p A. G. Meyer, gm Edwin Koepke, cm	Lowell B. Switzer, pd Richard M. Leonard, pmm, n & sp. events d	Glen James, ce Bill Reed, sd Jean Jasperson, traffic d Frank White, music d	Wld. AP WE
KOA 1924	850 50,000	National Bcstg. Co. 1625 California St. Main 6211	NBC NBC Spot	Joseph H. McConnell (NBC), p Charles C. Bevis Jr., gm	Robert H. Owen, asst. gm & ce Duncan McColl, cm	Earle C. Ferguson, pd Cyril Penley, pmm William R. Day, nd	Assoc., Thes. AP, UP, INS GE
KOA-FM *1948*	*Ch. 239 (B)* *95.7mc* *23.5kw*						.... *RCA*

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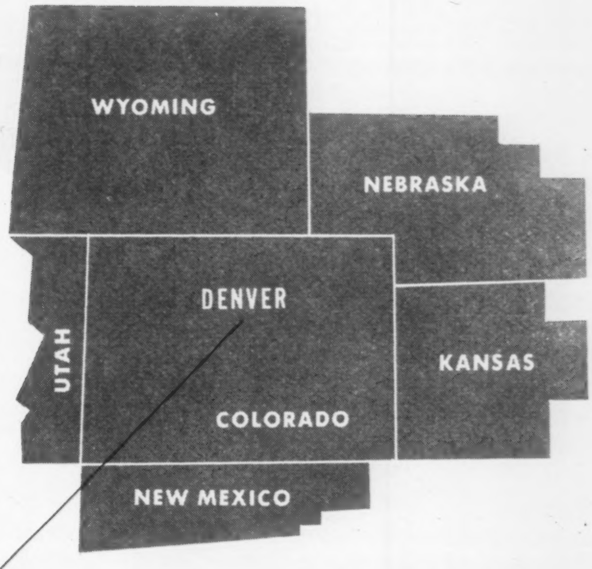
in the Region of the Rockies


WYOMING
NEBRASKA
DENVER
UTAH
KANSAS
COLORADO
NEW MEXICO

more people tune to

KOA than any other station

DENVER

WEEKLY KOA AUDIENCE

RADIO FAMILIES*

DAYTIME	NIGHTTIME
462,210	**646,340**

Including

91% OF COLORADO RADIO FAMILIES

78% OF WYOMING RADIO FAMILIES

*BMB-1949

REPRESENTED BY **NBC Spot Sales**

KOA NBC

THE ONLY 50,000-WATT STATION SERVING COLORADO AND WYOMING

COLORADO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DENVER (Cont'd)							
*KPOF 1928	910 5,000-LS 1,000-N SH	Pillar of Fire 1845 Champa St. Aruada 1135		Arthur Kent White, p Kathleen M. White, gm	Robert B. Dallenback, pd & pmm	Paul Schissler, ce L. Ray Sharpe, asst. pd	....
KTLN 1948	1150 1,000-D	Radio Station KTLN Park Lane Hotel Race 4636	Radio Reps.	Leonard Coe, o John L. Buchanan, gm Dean D. Jarvis, cm	Jack Helling, pd Jim Buchanan, pmm Oran E. Kelley, ce	Rich Froemke, n & sd Kaytee Ellen, wd	Cap. UP ....
KVOD 1925	630 5,000 DA-1	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC Free & Peters	W. D. Pyle, p & co-ce T. C. Ekrem, sm & co-ce Con Hecker, cm	Vince Corbett, pd Ben Stanton, pmm Don Bestle, nd	Les Stark, fd Art Peterson, sd	Assoc., L-W UP RCA
DURANGO							
KIUP 1935	930 1,000 DA-N	San Juan Bcstg. Co. P. O. Box 799 117	MBS Holman	R. E. O'Brien, gm T. Ralph Bennett, cm Don Hoover, pd & sd	Lindsay Becker, pmm Vander Linden, ce Pat O'Brien, nd	George Dammers, fd Lee O'Brien, wd	L-W., SES., Thes. UP G
ENGLEWOOD							
KGMC (CP)	1220 1,000-D	The McMa Agency c/o Radio Station KTNM Box 668, Tucumcari, N.M.					
FORT COLLINS							
KCOL 1947	1410 1,000 DA-N	The Northern Colo. Bcstg. Co. 1600 La Porte 2600	Columbine H-R Reps.	Herb Hollister, p Ellis Atteberry, gm Bob McClary, cm	Gregg Chancellor, pd Cecil Whitchurch, ce	Dwight Clark, nd Bill Hansen, sd	.... AP Col.
FORT MORGAN							
KFTM 1949	1260 500-D	Morgan County Bcstg. Co. Box 431 1000	Columbine Best	Robert H. Dolph, p & gm Donell K. Smith, cm Richard E. Oldfield, ce	John W. Emery, pd, pmm, f & sd	Helen Cudworth, n & wd	Cap. UP G
GLENWOOD SPRINGS							
KGLN 1950	1340 250	Western Slope Bcstg. Co. Silver Spruce Lodge 777	MBS	Rex Howell, co-o Chas. Howell, co-o	Jerry Fitch, g & cm & nd Harold G. Reed, pd & pmm	Carl Q. Anderson, ce Gene Curtis, sd	.... UP G
GRAND JUNCTION							
KEXO 1948	1230 250	Voice of Western Colorado, Inc. P. O. Box 629 1230	Columbine Oakes	D. Spencer Grow, p Abbott Tessman, g & cm Bob Collins, pd	Mildred Fuller, pmm Lloyd L. Wilson, ce Gene Wilburn, n & sd	Jim Eicher, fd Muriel Hammer, wd	Cap., Wld., Thes. INS Ray.
KFXJ 1926	920 1,000-LS 500-N	Western Slope Bcstg Co., Inc. P. O. Box 30 1300	MBS Holman	Rex Howell, p E. Anson Thomas, g & cm Jack Puter, pd Rosa Lee Samuels, pmm	Bob Lebsock, ce Ed Lewis, sd	Lyle Mariner, nd Bill Warner, fd Peg Thomas, wd	L-W UP GE

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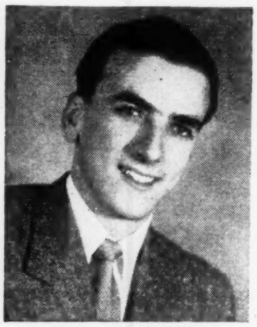
AMERICA'S LARGEST SPECIAL FEATURE SALES ORGANIZATION: GBA PRODUCTIONS

J. G. GALLUCCI
President

N. T. GALLUCCI
Gen'l Manager



L. W. GALLUCCI
Sales Manager

JO GALLUCCI
Secretary

How's YOUR sales picture! The Gallucci Brothers and Associates sales organization can and have shown many a station that our work can provide a real "shot-in-the-arm" for their net profit. We can present many a testimonial from management detailing the manner in which we have "hypoed" their sales effort. Contact the G boys and you'll find yourself a job well done.

727 MERIDEN ROAD, WATERBURY, CONNECTICUT • WEST OF THE ROCKIES: P.O. BOX 1224, DENVER, COLORADO

GREELEY

KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	Holman	Francis Price, p & gm Everett Shupe, cm Jack Redus, asst. m & pd	Bill Stewart, pmm Harry Brewer, ce Cooper Welch, nd	Carl Jordan, fd Bob Oakley, sd Sue Mosier, wd	Cole. L-W, SES UP WE
KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	LBS Columbine McGillvra	Elwood H. Meyer, gm Joseph W. Mongold, cm	Fred Finlay, pd	John Roscoe, ce	Wld. AP WE

LA JUNTA

KBNZ 1937	1400 250	Otero Bcstg. Co. Radio Bldg. 42	MBS, KBS Columbine Intermountain Clark	William W. Shepherd, p, gm & sd Charles E. Zimmerman, vp	Philip Roewe, cm & fd Robert D. McGregor, asst. sm & pmm	Dale K. Allison, pd & nd L. S. Roser, ce Hortense Shepherd, wd	.... UP G

LAMAR

KLMR 1949	1340 250	Southeast Colo. Bcstg. Co. North Sante Fe Trail 804	LBS Columbine Continental	Ralph Eaton, p Orth Bell, gm E. E. Gene Eckles Meazell, pd	Barry Tucker, slm Lewis E. Smith, ce	Bob Harper, sd Martha Coffey, wd	Wld. AP GE

LEADVILLE

KLVC 1951	1230 250	Leadville's Top of the Nation Station, Inc. 520 W. 6th St. 70	KBS, LBS Columbine	Vir N. James, p Donald F. Stephens, m	Flora Stephens, pd	Donald G. Youmans, ce	.... G

LONGMONT

KLMO 1949	1050 250-D	Longmont Bcstg. Co. 301 Main St. 1050	Continental	Jack P. Dubberley, p & gm Reed Walker, cm	Willis Evans, pd Dick Lee, pmm Walter Robinson, ce	Mrs. Reed Walker, traffic m & wd	L-W UP G

MONTROSE

KUBC 1947	1260 1,000-LS 500-N DA-N	Uncompahgre Bcstg. Co. P. O. Box 279 199	Columbine Best	Joe Hartman, p of bd. George Cory, gm Bob Hale, cm & sd	Robert Sidwell, pd, ce, n & fd Jack Welch, mus. d Harley Pryor, m of Delta Studios	Don Synder, pd of Delta Studios Lillye Hosner, wd	Cap. UP WE

PUEBLO

KCSJ 1947	590 1,000 DA-N	Star Bcstg. Co., Inc. 211 W. 5th St. 8522	MBS Inter-Mt. Columbine Pearson Keenan & Eickelberg	F. W. Meyer, p Douglas D. Kahle, gm Robert L. Clinton, cm	Larry Gordon, pd & pmm Dale Redlingshafer, ce Bill Doty, nd	Cliff Hendrix, fd Bill Paxton, sd	Thes. AP WE
KDZA 1947	1230 250	Pueblo Radio Co. Inc. 3011 Elizabeth 1255	LBS Cooke	Dee B. Crouch, p, gm, pd, pmm & sd	Barry Tucker, cm Jack Lundquist, ce	Charles Lerch, nd	St. AP G
KGHF 1928	1350 5,000-LS 1,000-N DA-N	Colorado Bcstg. Co., Inc. P. O. Box 293 3877	ABC McGillvra	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	William Bruce, pd Howard McGill, pmm Willis Shanks, ce	Bob Thompson, n & sd Irwin Cunningham, fd Mildred Elkins, wd	SES., Wld. UP G

SALIDA

KVRH 1948	1340 250	Vir N. James Salida 30	KBS, LBS Columbine Clark	Vir N. James, p & gm Carroll Lee, cm Jack Diehl, pd & sd	Clo B. James, pmm Philip Parmelee, ce	Dr. Lawrence Barrett, nd Leola Farlow, wd	.... UP RCA

STERLING

KGEK 1925	1230 250-D	Elmer G. Beehler Fleming Rd. 679	KBS	Elmer G. Beehler, o & gm			

TRINIDAD

KCRT 1946	1240 250	Mel-Bert Bcstg. Co. P. O. Box 772 338	LBS Columbine Continental	Mel Cooper, ptnr., gm & ce Bert Coyle, ptnr. & cm	Geo. Barron, pd John M. O'Connor, sd	(Mrs.) E. M. Cooper, wd	L-W UP G
KSTR 1946	1280 1,000-LS 500-N	James E. Blair P. O. Box 787 414	MBS	James E. Blair, o & gm	Kenneth Stabaugh, sm		.... UP ....

CONNECTICUT

BRIDGEPORT

WICC 1926	600 1,000-LS 500-N DA-1	Thomas S. Lee Enterprises, Inc. 144 Golden Hill 6-1121	MBS Yankee Petry	Thomas F. O'Neil, evp Robert L. Kennett, gm Charles W. Parker, c & pmm	Ralph Klein, pd Rogers B. Holt, ce Robert McGuire, nd	Fred Allen, sd May Bradshaw Hayes, wd	Assoc. AP WE
WLIZ 1947	1300 1,000-D	The Bridgeport Bcstg. Co. 114 State St. 5-4144	Young	Philip Merryman, p & gm Manning Slater, cm & sd	Wallace Dunlap, pd James Elliot, nd	Jane Quinn, wd	Thes. AP Ray.
WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 3-3112	ABC Conn. State Rambeau Brogatti	Harold Thomas, p & ce Levon Thomas, gm	Ray Colonari, cm Jack Dahlby, pd & nd	Grace Kaltenbach, traffic m	.... UP Col.

BRISTOL

WBIS 1948	1440 500-D	The Bristol Bcstg. Corp. 183 Main St. 9265	LBS McGillvra	Frederick W. Beach, p Cal B. Kolby, g & cm	Bob Leonard, pd & nd Richard A. Ricci, ce	Sally Easton, wd	.... UP G

DANBURY

WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565		James B. Lee, o Sol Robinson, m, c & pmm	H. Elizabeth Williams, asst. m	Paul Baker, p & sd Walter Hollis, ce	SES., Wld. UP ....

GREENWICH

WGCH(FM) *1948*	*Ch. 240 (A)* *95.9mc* *0.38kw*	*Greenwich Bcstg. Corp.* *25 Greenwich Ave.* *8-4200*		Walter S. Lemmon, p & m	Charles J. Hines, sd		.... UP ....

HARTFORD

WCCC 1947	1290 500-D	Greater Hartford Bcstg., Inc. Hotel Bond 5-6648	Indie Sales	William Savitt, co-o & p Max Savitt, co-o & treas. Paul Martin, s & cm	Barbara Heintz, traffic m Ivor Hugh, mus. d	John Rameika, ce Burt LaCoe, prod. d John Brubaker, nd	.... UP GE
WDRC 1922	1360 5,000 DA-1	Conn. Bcstg. Co. 750 Main St. 7-1188	CBS New England Raymer	Franklin M. Doolittle, p Walter Haase, sm	William Malo Sr., cm & pmm Harvey Olson, pd & nd	Italo Martino, ce Jack Smith, sd Alice Rothwell, wd	.... UP RCA
WDRC-FM *1939*	*Ch. 229 (B)* *93.7mc* *7kw*						.... *REL*

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HARTFORD—(Continued)							
WONS 1935	1410 5,000 DA-2	Thomas S. Lee Enterprises, Inc. 54 Pratt St. 7-9131	MBS H-R Reps.	William O'Neil, p Ed Palen, co-m & pd	Frank McGivern, co-m, c & pmm	Rogers B. Holt, ce Helen Morris, wd	Assoc. UP WH
WTHT 1936	1230 250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC Conn. State McKinney	F. S. Murphy, publisher (Hartford Times) C. Glover DeLaney, gm L. R. Schoenfeld, cm	Phillip Becker, pd Mitchell C. Betters, pmm C. S. Masini, ce S. B. Gammell, nd	R. K. Blackburn, asst. m & tech. d Una King, wd Baaron Pittenger, sd	.... AP RCA
WTIC 1925	1080 50,000 DA-N	Travelers Bcstg. Service Corp. 26 Grove St. 5-0801	NBC New England Weed	Paul W. Morency, vp & gm Walter Johnson, asst. gm ch. sls. Irwin Cowper, asst. slm	Leonard J. Patricelli, prog. m Paul Lucas, asst. prog. m Bernard Mullins, d of pub. rel.	Herman D. Taylor, plant m Tom Eaton, nd Frank Atwood, fd Bob Steele, sd Jean Colbert, wd	L-W SES. AP, INS WH
WTIC-FM *1940*	*Ch. 243(B)* *96.5mc* *8kw*			*Paul Lucas, prog. m*			.... *REL*
MERIDEN							
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8 W. Main St. 5-5747	LBS	Carl A. Schultz, p Alex Buchan, gm Gus Kruttschnitt, cm	Joe Trantino, pd G. Langfelder, ce	John Egan, nd Sid Mann, sd	L-W, Wld. UP ....
WMMW-FM *1948*	*Ch. 239 (B)* *95.7mc* *7kw*			*C. W. Schultz, gm*			.... *G*
MIDDLETOWN							
WCNX 1948	1150 500-D	The Middlesex Bcstg. Co. 460 Main St. 7-2565		Richard J. O'Brien, mgng. d	William J. O'Brien Jr., mgng. d	Kenneth A. F. Bishop, chief operator	
NEW BRITAIN							
WHAY 1949	910 5,000 DA-2	Central Conn. Bcstg. Co. 22 Grove Hill 3-2721	Young Bannan	Aldo DeDominicis, p Leo Borin, sm & pd Thomas F. Meade, slm	Hillis W. Holt, ce William F. Turner, office m	Charles Gilson, n & fd Carter N. Clements, sd Betty Kimball, wd	L-W UP RCA
WKNB 1946	840 1,000-D	New Britain Bcstg. Co. 213 Main St. 3-3603	Forjoe	Julian Gross, p Peter B. Kenney, gm Joseph Mariani, pd & nd	William H. Ray, secy. Erwin Forbush, fd	Phil Hale, sd Ruth Young, wd	.... AP Ray.
NEW HAVEN							
WAVZ 1947	1260 1,000-D	The WAVZ Bcstg. Corp. 152 Temple St. 7-0171		Victor W. Knauth, co-o & p Daniel W. Kops, co-o, vp & gm	Richard J. Monahan, cm Richard E. Barrett, pd Mary Boland, pmm Ellen Switzer, sp. events d	Ernest S. Gellman, ce Thomas W. Bentley, nd Richard Petty, sd Joanne Robins, wd	Thes. AP, UP Ray.

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FOR LEADERSHIP AND SERVICE

IN NEW HAVEN **WAVZ** AND IN RADIO

"The Newspaper of the Air"

Won five top awards in 1951

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"Speaking up for Freedom"

SIGMA DELTA CHI
"Public Service in Radio Journalism"

DUPONT FOUNDATION
"Outstanding and Meritorious Service"

VARIETY MAGAZINE
"Outstanding News Coverage"

BILLBOARD MAGAZINE
"Public Service Promotion"

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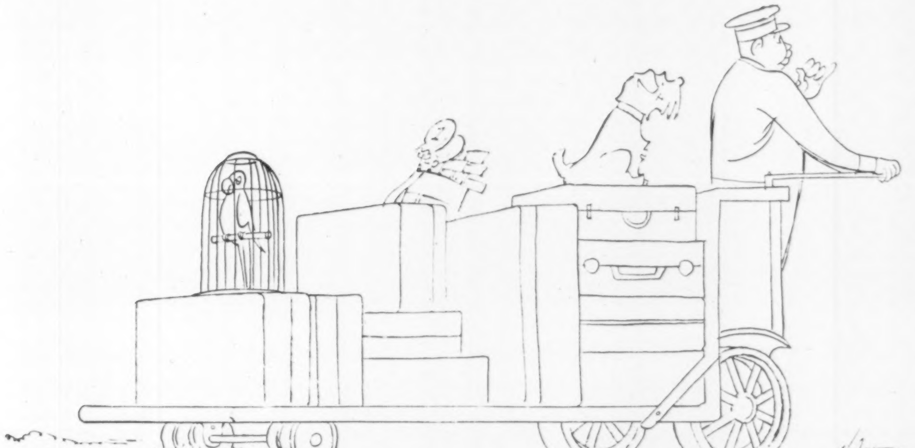

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because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT—(Continued)

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NEW HAVEN—(Continued)							
WBIB(FM) *1947*	*Ch. 264 (B)* *100.7mc* *7.6kw*	Colony Bcstg. Corp. 157 Church St. 5-5413		*Samuel Botwinik, p* *Sol Chain, gm*	*Norman Botwinik, cm* *Ruth Stomne, pd*	*Michael Leipner, ce*	.... *GE*
WELI 1935	960 1,000 DA-N	Conn. Radio Foundation, Inc. 221 Orange St. 8-1133	ABC Headley-Reed Bannan	Harry C. Wilder, p Richard W. Davis, gm Edwin H. Schweitzer, cm	Charles H. Wright, pd Rudy Frank, pmm Frederick T. King, ce	Robert S. McKernan, nd Howard Eaton Jr., sd Jeanne Porter, wd	L-W UP RCA
WELI-FM *1948*	*Ch. 300* *107.9mc* *20kw*						
WNHC 1944	1340 250	The Elm City Bcstg. Corp. 1110 Chapel St. 6-9826	NBC Conn. State Katz	Patrick J. Goode, p Vincent DeLaurentis, vp & cm Aldo DeDominicis, secy-treas.	J. Vincent Callanan, cm Walter A. Nielson, pd William Dukeshire, pmm	Sam P. Mastro, office m W. Rockwell Clark, nd Lawrence C. McNamara, sd	Wld. AP, INS Col.
WNHC-FM *1947*	*Ch. 256 (B)* *99.1mc* *19.5kw*						.... *GE*
WNHC-TV 1948		The Elm City Bcstg. Corp. 1110 Chapel St.		(For full information see TELECASTING Yearbook)			
NEW LONDON							
WNLC 1936	1490 250	The Thames Bcstg. Corp. 281 State St. 24365	MBS Yankee Conn. State	Gerald J. Morey, p, gm & ce	Leo B. Keegan, cm, pd & pmm Nelson Brown, asst. pd	David Connors, nd James McEnaney, sd	.... UP G
NORWALK							
WNLK 1948	1350 500 DA-N	Norwalk Bcstg. Co., Inc. Main & Wall Sts. 8-5566	Rambeau	David W. Jefferies, p, gm & ce Michael J. Cuneen, cm	Joseph V. Lentini, pd & pmm Adrian Conway, nd	Richard Buonerba, sd Joan Harding, wd	SES., Wld. UP Ray.
NORWICH							
WICH 1946	1400 250	Eastern Conn. Bcstg. Co. 91 Main St. 7-1613	LBS	John Deme, p & gm Alexander Dubenetsky, ce	John Purrington, nd	Anna K. Purrington, wd	Wld. UP Ray.
STAMFORD							
WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC McKinney	Kingsley Gillespie, p Julian Schwartz, gm & nd	Wharton Ford, cm Frank Delfino, pd	Paul Kamensky, ce Harry Downie, sd	L-W UP RCA
WSTC-FM *1947*	*Ch. 244 (A)* *96.7mc* *0.65kw*						

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WELI

Tested and Proven
New Haven's First Station

YOU CAN'T
SELL
NEW HAVEN
WITHOUT
WELI

FACILITIES

In the middle of the dial at 960 with power of 1000 watts. Established basic ABC network affiliation. Plus top local personalities combine to produce top ratings.

COVERAGE

WELI is the dominant radio voice of New England's 3rd largest market with a metropolitan population of 556,200 and a total of 155,270 radio homes.

RATINGS

WELI delivers absolute top ratings over all stations in this market. Ask us for latest surveys.

COST/1000

In 40 rated daytime periods the WELI cost per thousand based on an open minute rate of $10.00 broke down to $.034.

AN H. C. WILDER STATION

WELI NEW HAVEN, CONN. 1000W 960KC. ABC HEADLEY-REED REPRESENTED

XUM

TORRINGTON

WLCR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer	C. O. Scott, p & gm George Phillips, pd & pmm Alfred Pollokat, ce	Pete Stoner, nd Ray Atherton, fd	Hal Norman, sd Lillam Ludlum, wd	Wld. UP RCA
WTOR 1947	1490 250	Torrington Bcstg. Co. 93 Perkins St. 4181	ABC Conn. State Rambeau Borgatti	Harold Thomas, p & ce Edmind Waller, gm John J. Morris, cm	Richard Killbourn, pd, s & nd	Al Ayre, pmm	.... AP G

WATERBURY

WATR 1934	1320 1,000 DA-1	WATR, Inc. 440 Meadow St. 4-5875	ABC Conn. State Rambeau	Harold Thomas, p Samuel Elman, g & cm Wally King, pd	Wallace Gordon, pmm Russell Jensen, ce Joseph C. Callan, nd	Al Vestro, sd Miriam Hurlburt, wd	.... UP Col.
WBRY 1934	1590 5,000 DA-1	American Republican, Inc. 136 Grand St. 3-1125	CBS Nutmeg Avery-Knodel Kettell-Carter	William B. Pape, p J. Maxim Ryder, gm Harry A. Devorken, cm Walter O. Howard, pd	Robert Holczer, pmm Frank B. Hales, ce E. Christy Erk, nd Robert Stewart, fd	John A. Cluney, sd Maybelle Hinton Osborne, wd	Wld. AP RCA
WWCO 1946	1240 250	Mattatuck Bcstg. Co. 119 W. Main St. 4-5141	MBS Yankee	Milton H. Meyers, p & gm Gus Nathan, cm	Robert Crager, pd John Carrigan, ce	Roy Roman, nd Betti Doyle, wd	.... AP Col.

DELAWARE

DOVER

WDOV 1948	1410 1,000-D	Delaware State Captital Bcstg. Corp. Dover 5816	Rambeau	Cecil F. Freed, p Mildred Carroll, gm, pd & wd	William S. Freed, cm Russel F. Lee, ce	Nat Wright, sd	Wld. AP G

GEORGETOWN

WJWL 1951	900 1,000-D	Rollins Bcstg., Inc. DuPont Highway 2567	Rollings	John W. Rollins, p O. Wayne Rollins, vp Frank R. Knutti, gm	Norman M. Glenn, cm Bill Jaeger, pd Edward Marzoa, ce	Kenneth Shelton, sd Leslie D. Esgate, wd	Thes. AP GE
WJWL-FM *1951*	*Ch. 268* *101.5mc* *8.2kw*						

WILMINGTON

WAMS 1948	1380 1,000 DA-1	Wilmington Tri-State Bcstg. Co., Inc. 321 Delaware Ave. 4-8882	MBS Hollingbery	Frank S. Carrow, p L. Byron Jenkins, gm (Mrs.) Elizabeth Jenkins, asst. m & wd	William L. Smith, pd William S. Ewing, cm Donald Mathewson, pmm, n & sd	Herbert H. Eckstein, ce Alan Barklay, mus. & fd	Assoc. .... WE
WDEL 1922	1150 5,000 DA-2	WDEL Inc. 10th & King Sts. 7268		Clair R. McCollough, sta. exec. J. Gorman Walsh, gm	J. Robert Gulick, gen. slm. Harvey Smith, nd	Richard Eydelotte, pmm, J. E. Mathiot, tech d	Wld. UP ....
WDEL-FM *1950*	*Ch. 227 (B)* *93.7mc* *20kw*						
WDEL-TV 1949		WDEL Inc. 10th & King Sts.		(For full information see TELECASTING Yearbook)			
WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC Bolling	Ewing B. Hawkins, p, g & cm Robert J. McFann, pd & pmm	H. Edwin Kennedy, ce Harry Themal, nd Richard L. Bair, fd	Marjorie Price, wd Robert Kelley, sd	.... UP RCA
WTUX 1947	1290 500-D	Port Frere Bcstg. Co., Inc. 1326 Market St. 5-8821	Forjoe	Gordon K. MacIntosh, p Howard R. Robinson, gm Julian A. Todd, cm Weneda L. Clark, pd	William A. Gehlert, pmm Wayne C. Neuhaus, ce Claude Husted, nd	Lee Ellsworth, fd Roland Twigg, sd Justina Spagnolo, wd	Thes. AP Ray.

We
Cover
Central
Connecticut

HARTFORD'S only station

offering music and news all day, every day.

1290 K.C.

"There's T. N. T. on WCCC"

(Time, News, Temperature, including weather every fifteen minutes, every weekday.)

DISTRICT OF COLUMBIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DISTRICT OF COLUMBIA							
WARL (AM-FM)		(See Arlington, Va. listing)					
WASH(FM) *1945*	*Ch. 246 (B)* *97.1mc* *15kw*	*Everett L. Dillard* *1319 F St., N.W.* *District 1356*	MBS, Continental	*Everett L. Dillard, o* *Hudson Eldridge, gm*	*William R. Cerri, pd* *Eugene Jurasinski, ce* *Rogert E. Best, pmm*	*Doris Kepner, traffic m*	*Standard* *World News* *RCA*
WUST (AM-FM)		(See Bethesda, Md. listing)					
WBUZ(FM)		*(See Bradbury Heights, Md. listing)*					
WCFM(FM) *1948*	*Ch. 258 (B)* *99.5mc* *20kw*	*Cooperative Bcstg. Assn.* *1120 Connecticut Ave., N.W.* *Republic 8688*	*Continental* *Biddick*	*Wallace J. Campbell, p* *George A. Bernstein, gm*	*Imogene Putnam, pd* *Warren McDowell, ce*	*Harold Schanagel, traffic m*	*Assoc.,Wld.* *UP* *Fed.*
WEAM		(See Arlington, Va. listing)					
WFAX		(See Falls Church, Va. listing)					
WGAY (AM-FM)		(See Silver Springs, Md. listing)					
WGMS 1947	570 1,000-D	The Good Music Station, Inc. 1125 Vermont Ave., N.W. Executive 8676		Morris Rodman, p M. Robert Rogers, gm Patrick Hayes, cm	Pierson Underwood, pd Nicholas Chaconas, ce Ray Wilson, sd	Anne Blair, wd	Assoc. AP Col.
WGMS-FM *1948*	*Ch. 278 (B)* *103.5mc* *20kw*						
WINX 1941	1600 1,000-D	(See Rockville, Md. listing)					
WMAL 1925	630 5,000 DA-1	The Evening Star Bcstg. Co. 724 14th St., N.W. National 5400	ABC Katz	S. H. Kauffmann, p K. H. Berkeley, vp & gm Ben B. Baylor Jr., cm	Charles L. Kelly, d of prog. Frank Harvey, ce	William Neel, nd James Gibbons, sd Ruth Crane, wd	St. AP, UP RCA
WMAL-FM *1948*	*Ch. 297 (B)* *107.3mc* *20kw*						
WMAL-TV 1947		The Evening Star Bcstg. Co., Inc. 724 14th St., N.W.		(For full information see TELECASTING Yearbook)			
WOL 1924	1450 250	Peoples Bcstg. Corp. 1000 Connecticut Ave., N.W. Metropolitan 0010	LBS Taylor	Murray D. Lincoln, p Herbert E. Evans, gm Ben E. Wilbur, sm	Sid Slappey, cm George W. Campbell, pd Robert M. Adams, pmm Patrick H. Kelly, bus. m	Harold Reed, ce Karl Bates, nd Sam Kaufman, sd	SES. AP, UP WE
WOL-FM *1946*	*Ch. 266 (B)* *98.7mc* *20kw*						
WOOK 1940	1340 250	United Broadcasting Co. 8th & Eye Sts. NW Republic 8000		Richard Eaton, p,g & cm, nd & fd Arnold B. Fort, sm Clifton D. Holland, pd	Harvey Glascock, asst. pres.	Arthur A. Snowberger, ed.	UP WNS RCA
WPIK		(See Alexandria, Va. listing)					
WRC 1923	980 5,000 DA-N	National Bcstg. Co., Inc. 724 14th St., N.W. Republic 4000	NBC NBC Spot	Joseph H. McConnell (NBC), p Frank M. Russell, vp charge Wash. Eugene Juster, gm	Mahlon A. Glascock, cm Kenneth French, pd John E. Ghilain, pmm Charles Colledge, ce Arthur Barriault, nd	William Corrigan, fd Arthur Bergman, sd Nancy Osgood, wd Fritz Balzer, mus. d	St., Thes. AP, UP, INS RCA

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1340 ON YOUR DIAL

THE AMAZING STORY OF WOOK!

A UBC STATION

In Washington they say look to WOOK and everything is double okay

They Know

Here's the Proof ➧

WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods selected than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

(Time)	WOOK Audience	Indep'nd'nt A Audience	Indep'nd'nt B Audience	Network C Audience	Network D Audience	Network E Audience
6:45AM	28940	9050	1000	17465	8285	1400
7:00AM	28940	22055	3695	50830	22053	2165
11:30AM	13640	5225	1400	15400	7520	2165
12:00Noon	9815	6755	7460	5225	2165	2165
12:30PM	9815	5990	7460	5225	4460	2165
1:00PM	15170	5225	7460	19760	3695	2165
1:30PM	24350	5225	7460	6755	4460	3695
2:00PM	15170	5225	4460	3695	4460	4460
2:30PM	13640	6755	3695	8285	8285	2930
3:00PM	15170	11345	3400	12875	8285	2165
3:30PM	22055	13640	3400	3695	7520	1400
4:00PM	21310	12875	2930	4460	8285	1400
4:30PM	23585	11345	1400	5225	7520	1400
5:00PM	17465	8285	1000	5400	5990	1400

Average WOOK rating 2. All above figures from the 1951 American Research Bureau report.

WOOK—WASHINGTON'S FIRST AND ONLY FULLTIME INDEPENDENT STATION

ASK BOB WITTIG AT UBC'S N. Y. OFFICE—MURRAY HILL 7-4758

WRC-FM *1947*	*Ch. 230 (B)* *93.9mc* *20kw*						
WNBW(TV) 1947		National Bcstg. Co., Inc. 724 14th St., N.W.	(For full information see TELECASTING Yearbook)				
WTOP 1932	1500 50,000 DA-N	WTOP Inc. Warner Bldg. Metropolitan 3200	CBS Radio Sales	Philip L. Graham, chmn. of bd John S. Hayes, p & gm George Hartford, cm	Lloyd Dennis, pd Cody Pfanstiehl, pmm Clyde M. Hunt, vp chg. oper. & eng. Granville Klink Jr., ce	Claude Mahoney, fd Arch McDonald, sd (Mrs.) Elinor Lee, wd	Cap. AP, UP, INS WE
WTOP-FM *1949*	*Ch. 242 (B)* *96.3mc* *20kw*						.... *REL*
WTOP-TV 1950		WTOP Inc. Warner Bldg.	(For full information see TELECASTING Yearbook)				
WTTG(TV)		Allen B. DuMont Labs. 12th & E Sts., N.W.	(For full information see TELECASTING Yearbook)				
WWDC 1924	1260 5,000 DA-2	Capital Bcstg. Co. 1627 K St., N.W. Sterling 3800	MBS Blair	Joseph Katz, p Ben Strouse, gm Herman M. Paris, cm	Norman Reed, pd Irving Lichtenstein, pmm Ross Beville, ce	Denis Sartain, nd Bob Wolff, sd Hazel Markel, wd	L-W, St. AP, UP WE
WWDC-FM *1946*	*Ch. 266 (B)* *101.1mc* *20kw*						*Wld.* .... *WH*

FLORIDA

BELLE GLADE

WSWN 1947	900 1,000-D	Seminole Bcstg. Co. Box 8 2063	Best	Dr. Robert G. Nelson, p (Mrs.) Mary M. Foy, vp & gm	Phil Haire, slm	C. S. Clemans, ce	Thes., SES., Wld. .... G

BRADENTON

WDHL 1946	1490 250	Manatee Bcstg. Co., Inc. Memorial Pier 3-7561	LBS Best	Lou Jacobson, p & gm Charles Castle, ce	Carl Van Sittert, nd Ed Ayres, fd	Woodie Wallach, sd Atch McCabe, wd	Assoc. AP G

CLEARWATER

WPIN 1947	680 1,000-D	Fla. West Coast Bcsters. Royal Palm Hotel, St. Petersburg 7-0511	Indie Sales Holman	Arthur Mundorff, g & cm, pd	Manly St. Jean, ce		.... AP G
WTAN 1948	1340 250	Clearwater Radio Bcstrs. Inc. P. O. Box 1109 3-3084	KBS LBS McGillvra	Otis E. Pruitt, p H. Dennison Parker, gm Frank L. Parker, cm & sd	L. H. Falconnier, pd John M. Callan, ce	Howard Hartley, nd Fern Andrews, wd	Cap., Wld. UP Col.

THE WASHINGTON METROPOLITAN AREA COVERED BY WRC HAS A POPULATION OF NEARLY 1,500,000, INCLUDING THE RICH COUNTIES OF PRINCE GEORGES IN MARYLAND AND ARLINGTON AND FAIRFAX IN VIRGINIA.

A new Federal pay raise will add $100 million to the buying power of the Washington area for 1952—an area with annual retail sales of over a billion and a half dollars.

WASHINGTON RANKS SEVENTH ACROSS THE NATION IN TOTAL RETAIL SALES, SIXTH IN DRUG STORE SALES, SEVENTH IN AUTOMOTIVE, EIGHTH IN APPAREL, AND TENTH IN FOOD AND HOUSEHOLD SALES.

WRC, first in Washington, is serving this multi-billion dollar market for the 29th year.

WRC HAS THE TOP-RATED MORNING MAN, BILL HERSON—THE TOP-RATED MORNING NEWSCASTER, HOLLY WRIGHT—AND THE TOP-RATED EARLY EVENING LOCAL NEWSCASTERS, LEIF EID AND EARL GODWIN.

WRC has 13 out of 18 top-rated nighttime network shows.

PUT YOUR SALES MESSAGE ON WRC, WHERE RATES ARE REASONABLE, LISTENERS LOYAL AND RESULTS REALISTIC.

(Ratings—American Research Bureau, October, 1951)

(Market data—SRDS Consumer Markets, 1951-52)

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

REPRESENTED BY NBC SPOT SALES

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CORAL GABLES							
WTTT 1949	1490 250	Atlantic Shores Bcstg. Inc. 350 Aragon Ave. 83-4663	McGillvra	David H. Freedman, gm	C. Lee Phillips, c & slm	Milt Mitke, pmm	Assoc.
WVCG 1948	1070 1,000-D	Peninsular Bcstg. Co. 223 Aragon Ave. 48-7411	Best	George W. Thorpe, p & gm Robert S. Stevens, pd	Barbara L. Binns, pmm & wd Lawrence C. Mennitt, ce	Bob Hildreth, nd Mel Singer, sd	Assoc. AP RCA
CRESTVIEW							
WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. P. O. Box 518 3511	KBS, LBS	D. G. O'Neal, co-o & p	Samuel F. Townsend, gm	H. French Brown, secy & treas.	L-W AP G
DAYTONA BEACH							
WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491-3	ABC McGillvra	W. Wright Esch, o A. B. Esch, gm	Ray Clancy, sta. m John S. Pitts, cm	Mary Josephine Bledsoe, pd W. K. Ellenwood, ce	SES. UP RCA
WNDB 1948	1150 1,000-D (CP) 1,000 DA-N	News Journal Corp. 128 Orange Ave. 2-0531	LBS Perry	Jerry Stone, gm & cm William R. Steadman, pd & pmm	F. A. Scott, ce Steve Hunter, nd	Bob Patillo, sd Jean Davis, wd	Wld. AP GE
WNDB-FM *1947*	*Ch. 233 (B)* *94.5mc* *8.5kw*						
WROD 1947	1340 250	Daytona Beach Bcstg. Corp. P. O. Box 991 4626	MBS Best	E. J. Sperry, p, g, c & pmm	R. C. Fellows, pd Lyman W. Menard, ce	J. P. Frady, office m S. P. Wilds, sd	Assoc. UP Col.
DeLAND							
WJBS 1948	1490 250	John Stetson U. 220 E. Hubbard Ave. 1490	MBS	C. L. Menser, gm	Robert Walton, cm Mark Barker, pd & nd	Lauren Mickle, ce Sam Mansfield, sd	Thes. AP Col.
FT. LAUDERDALE							
WBRD 1950	1580 250-D	Broward Bcstg. Co. P. O. Box 78 2-2563	KBS Best	L. C. Judd, p Robert W. Standart, gm Charles Gravett, cm	J. Elliott McCauley, pd & sd Carter Holmes, pmm & nd	William W. Latham, ce Ted Spur, fd	St. UP WE
WFTL 1946	1400 250	Gore Publishing Co. 1785 S.E. 15th St. 3-2511	LBS Sears & Ayer	R. L. Bowles, g & cm Jack Swart, pd	Merle Sanford, ce Orville Revelle, nd	Dick Meyers, sd	L-W AP Col.
FORT MYERS							
WINK 1940	1240 250	Fort Myers Bcstg. Co. 54 East First St. 4-1341	CBS KBS Cooke	Arthur McBride, co-o Daniel Sherby, co-o & vp A. J. Bauer, g & cm, pd & nd	Dan Harlacher, pmm James Lacey, ce & fd Robert Milar, treas.	Frank Nodine, sd Alice Fuller, wd	.... AP RCA

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VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

XUM

FORT PIERCE

WIRA 1946	1400 250	Indian River Bcstg. Co P. O. Box 1401 1400	NBC MBS	Douglas Silver, p, gm & nd Kingsley Butt, cm	Marjorie Silver, pd & wd James Sowinski, ce Eugene Bennett, traffic m	John Glynn, mus. d Anne Wilder, fd Bill Strickland, sd	St. UP G

GAINESVILLE

WGGG 1948	1230 250	Alachua County Bcstg. Co. P. O. Box 501 5791	KBS, LBS Best	R. M. Chamberlin, p, gm & ce L. E. Mims, cm	Pierre A. Bejano, pd Lee Shannon, pmm & wd	Jim Fisher, nd Stan Reich, sd	Assoc., Wld. AP ....
WRUF 1928	850 5,000 DA-N	U. of Florida Campus 3261	MBS Burn-Smith	Garland Powell, d John Dunnavant, cm Raymond Dantzler, pd	James Montgomery, pmm Garvin Combs, ce Norman Davis, nd	Otis Boggs, sd Clyde Beale, fd Patricia Eriksen, wd	L-W SES. AP
WRUF-FM *1948*	*Ch. 281 (B)* *104.5mc* *12kw*						

HOLLYWOOD

WHWD (CP)	1320 1,000-D	Circle Bcstg. Corp. c/o Ralph Tanner Box 1335, Ona Locka, Fla.					

JACKSONVILLE

WIVY 1948	1050 1,000-D	WIVY, Inc. 135 Riverside Ave. 4-7722	Clark	Edw. J. Oberle, p Al Kiersey, gm & nd	Randy Jones, cm D. E. Pace, pd Claude Taylor, pmm	Jim Stephens, ce Fred Geraci, sd	
WJAX 1925	930 5,000 DA-N	City of Jacksonville 1 Broadcast Pl. 4-1681	NBC Blair Cummings	John T. Hopkins III, gm & ce	J. W. Douglass, cm	Marion Trowell, pd & pm	Thes. AP WE
WJAX-FM *1948*	*Ch. 236 (A)* *95.1mc* *11.5kw*						
WJHP 1940	1320 5,000 DA-N	Metropolis Co. 500 Laura St. 4-7711	LBS MBS Perry	John H. Perry Jr., p Milford A. Reynolds, gm Charles Harris, pmm	Beecher Hayford, ce Jim Underwood, nd Marshall Rowland, fd	Fred Schilling, sd Alice Withee, wd	L-W UP RCA
WJHP-FM *1948*	*Ch. 245 (B)* *96.9mc* *32kw*						
WMBR 1927	1460 5,000 DA-N	Florida Bcstg. Co. 605 S. Main St. 9-4475	CBS Avery, Knodel	Frank King, p & gm Charlie Stone, nat'l cm	Harry Talbert, loc. cm & sd Jack Newsom, pd	Larry Scarborough, pmm & nd E. B. Vordermark, ce	Wld. UP, INS Col.
WMBR-FM *1948*	*Ch. 241 (B)* *96.1mc* *63kw*						
WMBR-TV 1949		Florida Bcstg. Co. 702 Flagler St.		(For full information see TELECASTING Yearbook)			
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 10 E. Forsyth St. 6-4231	Forjoe	J. R. Sharpe, p Jim Macri, gm	R. L. McQuage, cm Jack Harrell, pd & nd	Wm. F. Askew, ce Wy Rivers, wd	.... G

FIRST

IN LISTENER PREFERENCE

IN

FABULOUS FLORIDA'S

FIRST

CITY OF YEAR-ROUND SALES, AND

FIRST

IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA

W-J-A-X

930 kc — 5,000 watts

W-J-A-X-FM

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN NBC AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

FLORIDA—(Continued)

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JACKSONVILLE (Cont'd)							
WPDQ 1942	600 5,000 DA-N	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC Katz	James R. Stockton, p Robert R. Feagin, gm J. W. Carter, loc. slm Bill Fraker, pd	Evelyn Cooper, pmm James R. Donovan, ce Freda Jane Sanders, traffic m	Charles Pilling, fd John MacLean, sd Dorothy Horsfall, wd	Cap. UP ....
WRHC 1950	1400 250	WRHC, Inc. 247 Margaret St. 6-0461		Harold S. Cohn, o Harold S. Cohn II, g & cm	Mrs. John Phillips, pd Deen Harold, pmm Harold B. Russey, ce	Ruth H. Cohn, secy. Elsie Jean Cohn, wd	Assoc., Wld SES. Thes. .... RCA
JACKSONVILLE BEACH							
WJVB 1947	1010 250-D	Jacksonville Beach Bcstg. Co. Jacksonville Beach 5-3674	KBS, LBS Best	J. Lyle Williams Jr., p, g & cm Janeen Kee, pd	Daniel M. Long, ce Marian Virtuoso, sp. events d	Robert E. Carter, nd Bill Williams, sd Mary Mason, wd	.... Ray. ....
KEY WEST							
WKWF 1945	1600 500	John M. Spottswood Stock Island 510	MBS Perry	John M. Spottswood, p, g & cm & nd	Mary S. Spottswood, pd	Charles R. Lowe, ce	St. UP RCA
LAKE CITY							
WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525		Alfred H. Temple, o, g & cm	Owen W. Parnacott, pd, pmm Richard Dyer, ce	Alma H. Temple, treas. Alma Laurice Holloway, wd	Assoc. UP ....
LAKELAND							
WLAK 1936	1430 1,000	Lakeland Bcstg. Corp. P. O. Box 1211 2127	NBC Pearson	S. O. Ward, p, g, pmm William P. Lee, asst. m, & ce	Powell Adams, cm Mary Whistle, pd	Earl Rahrer, nd Rick McFarland, sd	Assoc. UP RCA
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Dr. 5117	MBS Cooke	Robert S. Taylor, p, g & pmm Thomas R. Barber, cm	Ted Covington, pd & nd Duane F. McConnell, ce & bus. m	Graham S. Mela, fd Bill Snyder, sd Gloria Revels, wd	Cap. AP G
LAKE WALES							
WIPC 1951	1280 1,000-D	Imperial Polk Bcstg. Corp. P. O. Box 389 2-9831	LBS	Sarkes Tarzian, p S. W. Keen, vp G. Max Kimbrel, gm & ce	Ted Linton, cm Joan Galloway, pd, & nd	Boone D. Tillett Jr., secy-treas.	Wld. AP G
LAKE WORTH							
WEAT 1948	1490 250	(See West Palm Beach, Fla. listing)					
LEESBURG							
WLBE 1949	790 1,000 DA-1	WLBE, Inc. Box 297 552	LBS Best	(Mrs.) Eleanor Hunter, p T. Hoke McCallie, g & cm	Dick Coleman, pd	J. Allen Brimmer, ce & fd	SES. AP Col.
LIVE OAK							
WNER 1949	1450 250	John A. Boling P. O. Box 655 1450	LBS KBS Fla. State	John A. Boling, o Norman O. Protsman, gm	Faith M. Protsman, pd Clarence S. Parker, ce	John L. Alford, nd	SES. UP RCA
MARIANNA							
WTYS 1948	1340 250	John H. Phipps P. O. Box 565 650	LBS Cummings	John H. Phipps, p	L. Herschel Graves, gm		St. AP ....
MELBOURNE							
WMMB 1948	1240 250	Melbourne Bcstg. Corp. Drawer 790 574	LBS Best	Henry Dravneek, p Austin Van Catterton, gm Victoria C. Martin, adv. d	Beverly Flemming, cm Barbara Bancroft, pd & wd	Kenneth R. Waltz, ce Glenn Weber, sd	Cap. UP Col.
MIAMI							
WFEC 1949	1220 250-D	Howard D. Steere 350 N.E. 71st St. 89-7534	Best	Howard D. Steere, o & cm	Robert Lyons, m	George Henke, ce	.... UP G
WGBS 1939	710 50,000 LS 10,000-N DA-2	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Stanton P. Kettler, mgng. d Miller N. Babcock, cm	Ewald Kockritz, pd & audience promotion Miller N. Babcock, sls. pmm Albert W. Shropshire, ce	Robert Bingham, nd George Chamberlin, fd Stan Ornest, sd Jane Butler, wd	L-W, UP INS RCA
WGBS-FM *1948*	*Ch. 242 (B)* *96.3mc* *1.5kw*						.... WE
WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Bolling	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidlar, cm	Scott Bishop, pd Martha Henriquez, pmm Milton Scott, ce	Gene Strul, nd Morris McLemore, sd Billie O'Day, wd	Thes. AP, UP, INS WE
WIOD-FM *1946*	*Ch. 248 (B)* *97.3* *54kw*						.... *RCA*
WMIE 1948	1140 10,000 LS 5,000-N DA-N	Sun Coast Bcstg. Corp. Hotel Everglades 3-5556	LBS Young	E. D. Rivers Sr., o Robert G. Venn, gm	Bill Rega, pmm R. P. Jones, merch. d. Russ Bennett, ce	John Price, nd Reggie Martin, sd	Assoc. UP, INS, RCA
WQAM 1920	560 5,000-LS 1,000-N	Miami Bcstg. Co. duPont Bldg. 2-6121	ABC Blair	John S. Knight, p Owen F. Uridge, gm E. Harry Camp, cm	Don Fischer, pd Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd	Wld. AP GE
WQAM-FM *1946*	*Ch. 235 (B)* *94.9mc* *8.2kw*						
WTVJ(TV) 1949		Southern Radio & Television Equipment Co. 17 Northwest 3rd St.		(For full information see TELECASTING Yearbook)			
WWPB 1947	1450 250	Paul Brake 414 S.W. 2nd Ave. 3-7405	Cooke	Paul Brake, p, gm & ce M. L. Carter, asst. m, pd, pmm & wd	Bernard Neary, cm Noah Tyler, nd	Calvert Carter, fd Bill Sheetz, sd	.... AP WE
WWPB-FM *1948*	*Ch. 268 (B)* *101.5mc* *8.5kw*						.... *WH*
MIAMI BEACH							
WINZ 1946	940 1,000 DA-1 (CP) 50,000-LS 10,000-N DA-2	Hollywood Bcstg. System 304 Lincoln Rd. 58-7311	Forjoe	Rex Rand, g & cm Denny Kirwan, pd & sd John Reynolds, ce	Margaret Ann York, traffic m.	Phil Rogers, mus. & prod. d	.... AP, INS RCA

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XUM

WKAT 1937	1360 5,000-LS 1,000-N	WKAT, Inc. 1759 Bay Rd. 5-5711		A. Frank Katzentine, p John I. Prosser, evp & gm	Walter A. Callahan, vp. chg. sls. C. A. Wampler, bus. m		.... UP ....
WKAT-FM *1947*	*Ch. 226 (B)* *93.1mc* *285kw*						
WLRD(FM) *1948*	*Ch. 230 (B)* *93.9mc* *13kw*	*Mercantile Bcstg. Co.* *420 Lincoln Rd.* *58-6334*		*Alan H. Rosenson, p & ce*	*Marshall Jay Simmons, gm & pd*	*Al E. Spears, cm*	L-W, Wld. .... *WE*
WMBM 1947	800 1,000-D	Biscayne Bcstg. Co. MacArthur Causeway 5-5586		Kenneth S. Keyes Sr., p Buddy E. Starcher, g & cm	Arnold C. Kaufman, pd, pmm, n & sd Charles Hartwick, ce	Frank Kurtz, fd Doris Forsythe, wd	St. UP Col.

NEW SMYRNA BEACH

WSBB 1951	1230 100	Beach Bcstg. Co. P. O. Box 697 760		Walter T. Slattery, ptnr & cm	James D. King Jr., ptnr., pd & sd	Roland W. Jordan Jr., ptnr & ce	Thes. UP Tem.

OCALA

WTMC 1939	1290 1,000 DA-N	Ocala Bcstg. Co., Inc. No. 1 Broadcast Place, P. O. Box 831 128	MBS Perry	John H. Perry Jr., p T. S. Gilchrist Jr., gm John F. Nicholson, cm & sd	James B. Smith, pd, n & fd	D. N. Richardson, ce Ruth Whitley, wd	L-W, Cap. UP Col.

ORLANDO

WDBO 1924	580 5,000 DA-N	Orlando Bcstg. Co., Inc. P. O. Box 3707 6181	CBS Blair Cummings	Harold P. Danforth, p & gm William G. McBride, sls. d	Rosalind Boggs, pd James E. Yarbrough, ce Kathy Lancaster, publ d Edward J. Lord, mus. d	Phil Gaines, nd Carter Scofield, fd Donald McAllister, sd Bill Berry, wd	Assoc., Thes. Wld., AP, UP
WDBO-FM *1949*	*Ch. 222 (B)* *92.3mc* *34kw*						.... *WE*
WHOO 1947	990 10,000-LS 5,000 N-DA-N	Orlando Daily Newspapers, Inc. Ft. Gatlin Hotel Bldg. 9900	ABC LBS Pearson	Martin Andersen, p Clarence H. Bracey, g & cm	Dan Daniel, pd, n & sd Ann Rupert, pmm Don Compton, ce	Carl Hallberg, loc. slm. Bob Kilgore, fd Ruth Smith, wd	St., Wld. AP RCA
WHOO-FM *1948*	*Ch. 243 (B)* *96.5mc* *59kw*			*Thomas Seaver, pd*			.... *Fed.*
WLOF 1940	950 5,000 DA-N	Hazlewood, Inc. Angebilt Hotel Bldg. 8163	MBS Raymer	William Joe Sears, p J. Allen Brown, evp, g & cm	(Mrs.) Ruth Donahue, pd & wd Pat Kerr, pmm W. Dodd Daniel, ce	Paul Marlowe, nd Bob Keith, fd (Mrs.) Louise Grant, office m	L-W UP RCA
WORZ 1947	740 1,000 DA-2	Central Fla. Bcstg. Co. 740 No. Orange Ave. 2-2451	NBC Weed	Will O. Murrell, o Eugene D. Hill, g & cm	Walter E. Sickles, pd Sam Roen, pmm William Miller, ce	Robert Deihl, n & fd Jim Wilson, sd Marcia Roen, wd	Thes. AP ....
WORZ-FM *1951*	*Ch. 262 (B)* *100.3mc* *16.45kw*						.... *RCA*

PALATKA

WWPF 1947	800 250-D	Palatka Bcstg. Co. 900 River St. 3-5-4	LBS Best	L. C. McCall, co-o, gm & ce J. E. Massey, co-o	Herbert M. Young, c & pmm Johnny W. Gillis, pd,	George Duck, fd Chris Hermedes, sd Evelyn Longworth, wd	L-W UP Col.

PALM BEACH

WWPG 1941	1340 250	Palm Beach Bcstg. Corp. 3000 S. Ocean Blvd. 2-1515	ABC Perry	Charles E. Davis, p & gm Donald S. Greenlief, cm	Florence Hicks, pd	Clyde Walkden, ce	L-W, Wld., UP G
WWPG-FM *1946*	*Ch. 250 (B)* *97.9mc* *22kw*						.... *Fed.*

PANAMA CITY

WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. W. Beach Dr. 3-1777	MBS Perry	John H. Perry, p C. B. Kelley, gm	Byron Hayford, ce & asst. to gm	John Thomas, pd Davis Wilson, ce	L-W UP Ray.
WDLP-FM *1951*	*255 (B)* *98.9mc* *4.8kw*						
WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. 6176	ABC, LBS Devney	E. L. DuKate, p & gm	E. G. Holmes, ce		.... AP Col.

WDBO YOUR GREATEST **SELLING** POWER
... in Central Florida

Orlando's Pioneer Radio Station Est. 1924

ORLANDO, FLORIDA

580 K.C. 5000 WATTS
WDBO-FM 92 MCS 35000 WATTS

Columbia Broadcasting System

NATIONAL REPRESENTATIVES: BLAIR, CUMMINGS

1950 Retail Sales in the 21 WDBO counties totaled $582,687,000*.

WDBO has approximately 19,000 *more daytime families* and 17,000 *more nighttime families* who listen regularly (6 or 7 days or nights a week) *than the other 3 Orlando stations combined***.

The same report shows WDBO's gain over the previous report is 20%—and rates have not been increased!

*1951 Sales Management **Current BMB Report

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
PENSACOLA							
WBSR 1946	1450 250	WBSR Inc. WBSR Bldg. 6173	CBS Holman Clayton	Patt McDonald, p Don J. Lynch, vp & gm	Boris Mitchell, pd, sd Bert Mead, ce	James Miller, nd Taris Savell, wd	Wld. AP ....
WCOA 1926	1370 5,000 DA-N	Pensacola Bcstg. Co. 118 East Interndencia 4111	NBC Perry	John H. Perry Jr., p J. Holliday Veal, gm Irving F. Welch, cm & fd	Russell Hirsch, pd & pmm Harold Heath, ce Roland Wolfe, nd	Don Griffith, sd Sally Henderson, wd	L-W UP RCA
WEAR 1947	1230 250	Gulfport Bcstg. Co. 2nd & Heyer St. 84449	ABC, MBS, LBS Pearson	Charles W. Smith, p Mel Wheeler, vp, g & cm Roger Nash, pd	Katherine McCauley, pmm Jim Smith, ce Gene Cagle, d	Darih Barger, nd Dick Nickelson, sd Jennie Duke, wd	.... AP G
PLANT CITY							
WPLA 1949	1570 250-D	W. A. Smith P. O. Box 1588 526	KBS Best	W. A. Smith, p George Friend, g & pmm Joseph J. Wilson, cm, nd	Frankie Blackwelder pd	James L. Derrick, ce, sd Chuck Saunders, fd	Cole UP ....
QUINCY							
WCNH 1948	1230 250	Quincy Bcstg. Corp. Box 190 300	LBS Best	Richard J. Gardner, p A. B. Letson, gm, ce & sd	Jerry Melvin, cm Dewey C. Newton, pd & nd	Betty Barnes, wd	L-W UP WE
ST. AUGUSTINE							
WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS Knodel	Mrs. J. C. Bell, p John E. Bernhard Jr., evp, g, c & pmm	Frankie C. Walker, sec., treas., pd & nd Ernest Raistrick, ce	Bob Sheppe, fd Fred Vaill, sd Imogene Young, wd	
ST. PETERSBURG							
WSUN 1928	620 5,000 DA-N	City of St. Petersburg Recreation Pier 7-4747	ABC Weed	George D. Robinson, gm	Vera New, cm	Louis J. Link, pd & ce	Assoc. UP RCA
WTSP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. Times Bldg. 7-8108	MBS Ra-Tel	Nelson P. Poynter, p F. J. Kelly, vp & gm L. L. Wildman, cm	Jack Faulkner, pd & pmm W. D. Mangold, ce	Dick Bingham, sd Beth McNelly, wd	Cap., Wld. UP RCA
WTSP-FM *1948*	*Ch. 273 (B)* *102.5mc* *37kw*						.... *WE*

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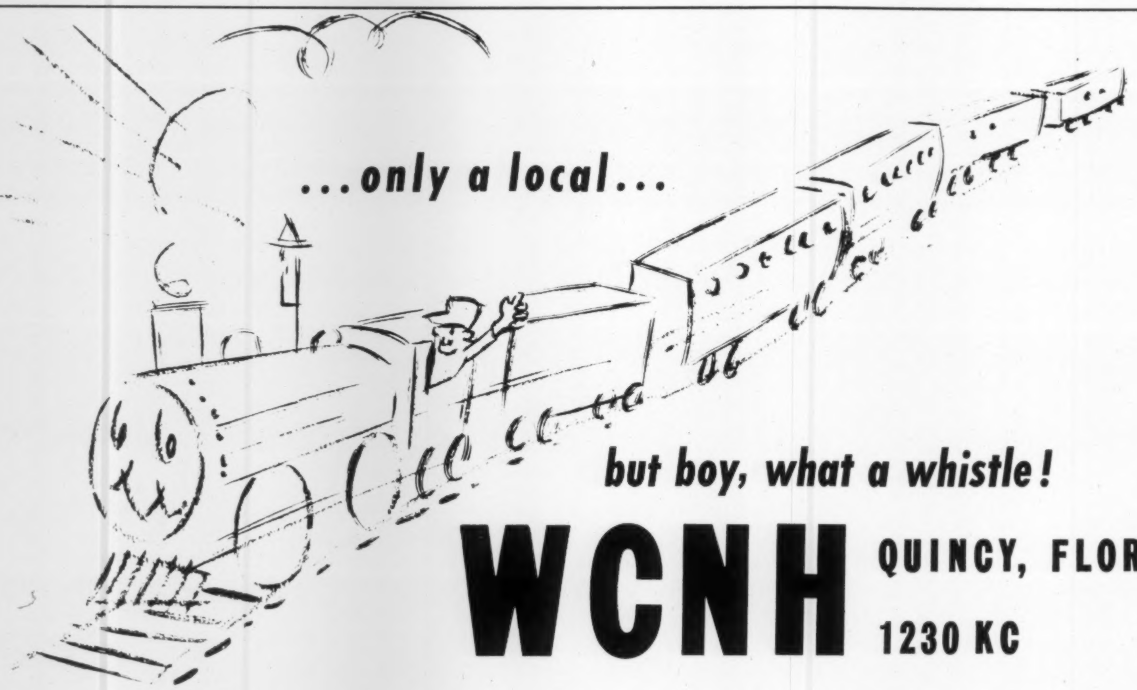

...only a local...

but boy, what a whistle!

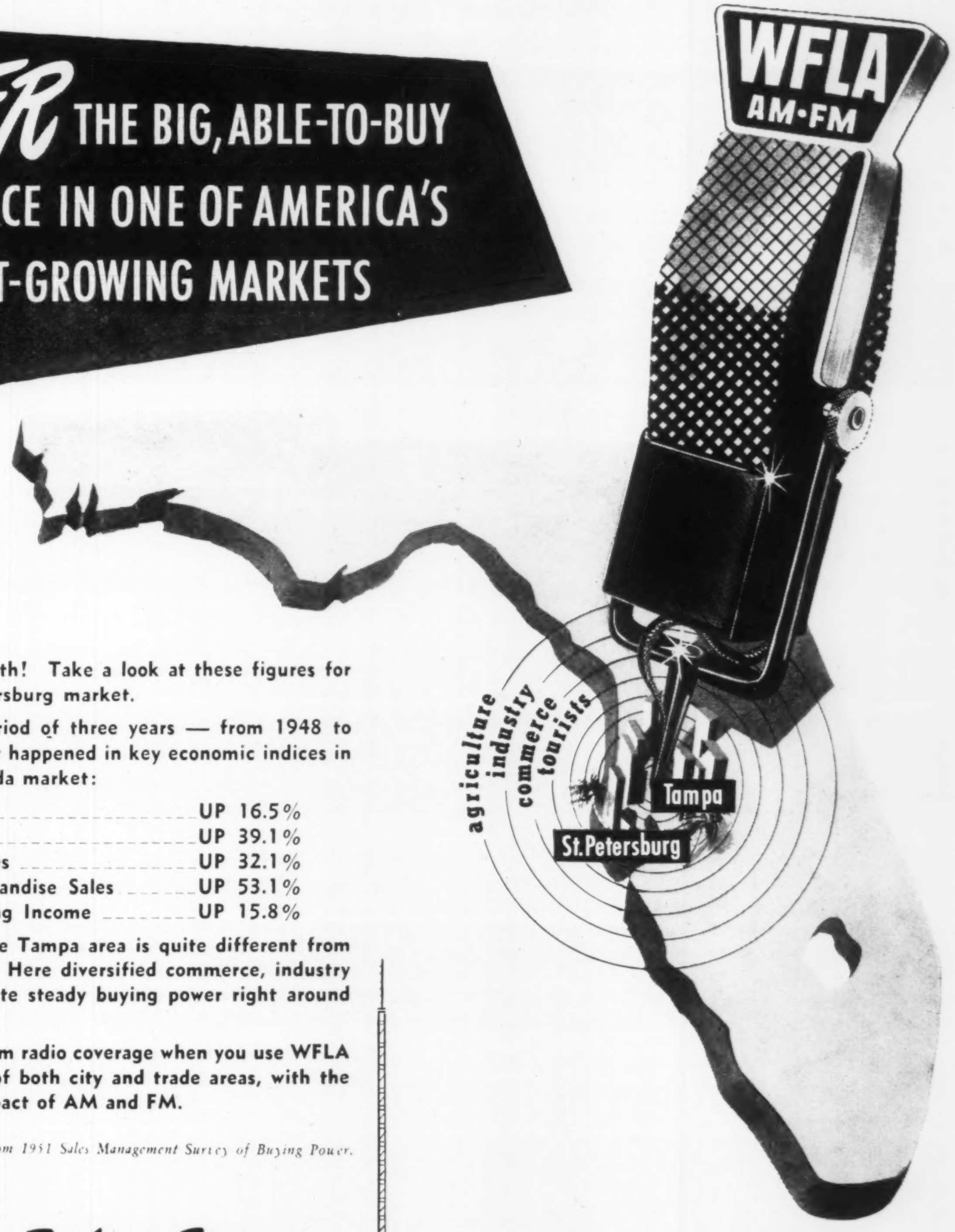
WCNH QUINCY, FLORIDA

1230 KC

Serving the rich, shade grown tobacco region of Northern Florida

AFFILIATED WITH LIBERTY BROADCASTING SYSTEM   BEN LETSON, MANAGER

COVER THE BIG, ABLE-TO-BUY AUDIENCE IN ONE OF AMERICA'S FASTEST-GROWING MARKETS



Talk about growth! Take a look at these figures for the Tampa-St. Petersburg market.

In the short period of three years — from 1948 to 1951 — here's what happened in key economic indices in this important Florida market:

Population	UP 16.5%
Retail Sales	UP 39.1%
Food Store Sales	UP 32.1%
General Merchandise Sales	UP 53.1%
Effective Buying Income	UP 15.8%

Remember! The Tampa area is quite different from the rest of Florida. Here diversified commerce, industry and agriculture create steady buying power right around the calendar.

You get maximum radio coverage when you use WFLA . . . solid coverage of both city and trade areas, with the double barrelled impact of AM and FM.

Figures from 1951 Sales Management Survey of Buying Power.

The Tampa Tribune Stations

WFLA AM FM

TAMPA, FLORIDA

NBC AFFILIATE

5000 WATTS DAY AND NIGHT

- When you come to Florida this year, be sure to visit the Florida West Coast. Take a good look at Tampa, St. Petersburg and the surrounding communities. You will quickly discover why this section of Florida is becoming one of the most important markets in the Southeast.

NO TV INFLUENCE IN THIS MARKET

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE — HARRY E. CUMMINGS, JACKSONVILLE, FLORIDA

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SANFORD							
WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	Best	Myron A. Reck, o & gm Dick Aiken, cm	J. Marion Harman Sr., pd, n & wd Emerson Browne, ce	Ralph Spotts, fd James W. Fields, sd	.... UP Col.
SARASOTA							
WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 3666	KBS, LBS Best	A. G. Fernandez, p & gm	R. W. Hanesworth, pd, sm & nd	Red Ermisch, sd	St. AP G
WSPB 1939	1450 250	WSPB, Inc. City Island Ringling 6-8811	CBS Pearson	R. C. Jones Jr., p John B. Browning, gm J. McCarthy Miller, cm	David C. Hale, pd Ruth E. Hearn, pmm James E. Grant Jr., ce	Dean Fleischman, sd Dottie Mead, wd	Wld. UP RCA
SEBRING							
WJCM 1950	1340 250	Highlands Bcstg. Co., Inc. P. O. Box 233 8-1811	Best	Henry L. Jollay, p	J. R. H. Wilson, g & cm, pd, pmm, ce & fd	Miriam Beck, n & wd Al Frank, sd	St. UP Ray.
TALLAHASSEE							
WTAL 1935	1270 5,000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Blair	John H. Phipps, p L. Herschel Graves, gm	Joe Hosford, pd William Snowden, ce	Bob Delaney, sd Peggy Flynn, wd	Wld. AP RCA
WTAL-FM *1947*	*Ch. 280 (A)* *103.9mc* *0.72kw*						
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC Clark	Frank W. Pepper, p Frank W. Hazelton, g & cm	Chas. L. Clifton, ce	(Mrs.) Ruby S. Meigs, secy.	Assoc. UP G
TAMPA							
WALT 1947	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	LBS Perry	W. Walter Tison, p, g & cm	Sandy Geer, pd & nd Coburn Gum, pmm J. B. Tison, ce	Bill MacKechnie, f & sd Eva Byron, wd	Cole, L-W AP RCA
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. Spencer Mitchell, g & cm	Kenneth W. Skelton, pd, pmm & nd William Pharr Moore, ce	Mark E. Swingley, fd Sol J. Fleischman, sd Kay Dowst, wd	Assoc. AP GE
WDAE-FM *1947*	*Ch. 264 (B)* *100.7mc* *35kw*			*C. Jack King, ce*			
WEBK 1950	1590 1,000-D	Hillsboro Bcstg. Co. 1521 E. Broadway 4-3982		E. P. Martin, p Alpha Martin, vp	Elmo B. Kitts, ptnr., gm & ce	Bob Martin, pd Jimmy Willson, nd	.... INS Col.

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SARASOTA'S Sales Equal to City More Than Twice Its Size

With WSPB, Market Is Even LARGER

. . . Adds Up to Rich Share of Florida's Sales

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume—106% above the national average! As a result, Sarasota . . . far ahead of fast-growing Florida in population and sales gains . . . is now outselling many larger markets.

Sarasota is becoming more and more important in your sales plans every day. The surest . . . and economical . . . way to sell this booming market is through WSPB, which reaches a two-county area with more than $73,000,000 retail sales.

WSPB CBS RADIO **SARASOTA, FLORIDA**

Represented by JOHN E. PEARSON COMPANY

New York • Chicago • Kansas City

SARASOTA'S OUTSTANDING SALES PERFORMANCE

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales . . . 30 in Food . . . 47 in Furniture-Household-Radio Sales. (All other sales withheld.)

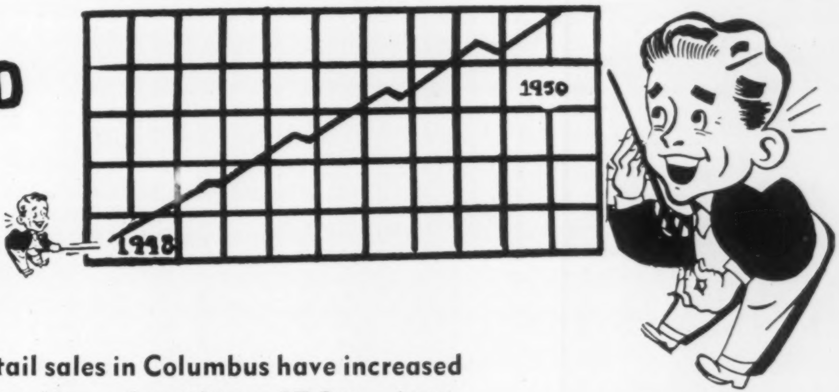
IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales . . . 14 in Food . . . 12 in Furniture-Household-Radio . . . 16 in Total Income.

WFLA 1925	970 5,000 DA-N	The Tribune Co. P. O. Box 1410 2-7788		J. C. Counsil, p George W. Harvey, gm Melvin Myer, cm Paul M. Jones, pd	Tom Matthews, pmm Joseph Mitchell, ce Fred Reiter, nd Mardi Liles, fd	Milton Spencer, sd Emily Moody, wd	L-W, Thes. UP RCA
WFLA-FM *1925*	*Ch. 227 (B)* *93.3mc* *53kw*						------------ ------------ WH
WHBO 1948	1050 250-D	Sulphur Springs Bcstrs. 8122 Nebraska Ave. 33-2251	Best	Harold A. Dunlap, o, m & gm Thomas E. Wolfe, cm	Ellen Sauls, pd Nora M. Tehan, traffic m Laurence Castro, ce	Ralph Mueller, nd Robert Kulz, sd	.... AP G
WEST PALM BEACH (Lake Worth)							
WEAT 1948	1490 250	James Robert Meachem P. O. Box 791, Lake Worth 4422	NBC Pearson	James Robert Meachem, p, g & pmm Clifford H. Glick, cm	Don James, pd, nd Andrew Keicher, ce	Charles Bryan, sd (Mrs.) Aino Carlson, wd	Cap. AP Ray.
WIRK 1947	1290 1,000 DA-2	Ken Sell Inc. 715 S. Flagler Dr. 2 17 44	MBS Cooke	Joseph S. Field Jr., p, g & cm	James C. Steele Jr., pd & pmm William P. Heitzman, ce	John Wooten, fd Rome Hartman, sd Bernadine Webster, wd	Assoc. INS Col.
WJNO 1936	1230 250	WJNO, Inc. 1500 N. Flagler Dr. 2-3638	CBS Meeker	Stephen Willis, gm			
WINTER HAVEN							
WSIR 1947	1490 250	Citrus Belt Bcstrs., Inc. 665 W. Lake Howard Dr. 32-561	MBS Devney	Frederick L. Allman, p Lawrence A. Rollins, gm	Earl Sturgeon, cm Richard Eyrich, pd	L. Orden Craig, ce Larry Rollins, nd	.... UP Ray.

GEORGIA

ALBANY							
WALB 1941	1590 1,000 DA-N	Herald Pub. Co. Leesburg Rd. 1590	ABC Burn-Smith	James H. Gray, p Tommy R. Stillwagon, sm (Mrs.) Mildred N. Huie, cm	William Bowick Jr., pmm Ben R. Wills, ce	Don Ferrandou, nd J. D. Davis, fd Marvin Lorig, sd Newana Hill, wd	Wld. AP Ray.
WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1371	CBS Hollingbery	J. W. Woodruff, p J. W. Woodruff Jr., exec. m	L. M. George, sta. c & pmm W. H. Flint, pd, n & sd	R. A. Carlton, ce W. C. Fowler, fd	Assoc. UP WE
AMERICUS							
WDEC 1947	1230 250	Americus Bcstg. Co. 109½ Windsor Ave. 3681	MBS Continental Dora-Clayton	James R. Blair, p & gm Charles C. Smith, cm, pd & sm	John L. Rivard, ce Robert V. Rogers, fd	Sue Marshall Smith, wd C. C. Smith, nd	Cap. AP Ray.
ATHENS							
WGAU 1938	1340 250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS, KBS GALS	C. A. Rowland Sr., p R. Lewis Doster, g & cm	Mary L. Betts, pd Bill Evans, ce	Ed Thilenius, nd	.... AP Col.
WGAU-FM *1949*	*Ch. 258 (B)* *99.5mc* *4.4kw*						.... *GE*

IT'S HAPPENED SINCE the 1948 CENSUS



Since the 1948 census, total retail sales in Columbus have increased 11.3%. Food sales are up 6.9%. Home furnishings 17.2%. Automotive 52.9%! Columbus is Georgia's second market and one of the fastest growing markets in America. WRBL is the buy for complete coverage of this booming area. Contact WRBL, or Hollingbery for the complete story.

Geo. P. Hollingbery
Exclusive rep.

5000 WATTS

1st in Georgia's 2nd Market

GEORGIA
COLUMBUS

WRBL COLUMBUS, GA.

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ATHENS (Cont'd)							
WRFC 1948	960 1,000-LS 500-N DA-N	Radio Athens Inc. 279½ N. Lumpkin St. 446		L. H. Christian, p & gm Charles A. McClure, cm Mary Ann Martin, pd & wd	William A. Simpson, pmm & sd L. D. Drewry, ce	H. Randolph Holder, nd R. D. Stephens, fd	Assoc. UP G
ATLANTA							
WAGA 1937	590 5,000 DA-N	Fort Industry Co. 1018 W. Peachtree St. Emerson 2541	CBS Katz	George B. Storer, p James E. Bailey, gm Claude Frazier, nat'l adv. m	Jack Collins, loc. adv. m Don Naylor, pd & fd Para Lee Brock, pmm & wd	George Smith, ce Dale Clark, nd Jim Woods, sd	Assoc. AP WH
WAGA-FM *1948*	*Ch. 277 (B)* *103.3mc* *42kw*						.... *WE*
WAGA-TV 1949		The Fort Industry Co. 1018 W. Peachtree		(For full information see TELECASTING Yearbook)			
WATL 1931	1380 5,000 DA-N	Atlanta Bcstg. Co. Henry Grady Bldg. Walnut 4377	LBS Hollingbery	J. W. Woodruff Sr., p J. W. Woodruff Jr., exec. m	James O. Hardin Jr., g & pmm, pd & fd James A. Davenport, cm G. C. Livingston Jr., ce	Lee Nance, nd Bill Mims, sd Julia Rose, wd	.... UP, INS WE
WATL-FM *1948*	*Ch. 248 (B)* *97.5mc* *44kw*						.... *GE*
WBGE 1947	1340 250	Mike Benton Georgian Terrace Hotel Vernon 1194	Burn-Smith	Mike Benton, p H. S. Langham, m Stan Raymond, cm & sd	Robert J. McGarity, pd & nd Howard Parrish, ce	Jewell Camp, traffic d Alice Bell, wd	.... AP GE
WBGE-FM *1947*	*Ch. 238 (B)* *95.5mc* *1.85kw*						
WEAS 1947		(See Decatur listing)					
WERD 1949	860 1,000-D	Radio Atlanta Inc. 274½ Auburn Ave., N.E. Lamar 0666	Dora-Clayton	J. B. Blayton Sr., p J. B. Blayton Jr., gm	Adrian K. Knight, pd William F. Kennedy, ce	Robert H. Brisendine, sd	.... WE
WGST 1923	920 5,000-LS 1,000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC, MBS Blair Coleman	Frank M. Spratlin, chmn. radio committee John Fulton, g & cm	Jack Kelly, pd, n, f & sd Paul Sanford, pmm	Ben Akerman, ce Dean Dickens, wd	.... AP RCA
WGST-FM *1949*	*Ch. 231 (B)* *94.1mc* *68kw*						.... *GE*
WLTV(TV)		Broadcasting Inc.		(For full information see TELECASTING Yearbook)			
WQXI 1948	790 5,000-D	Robert W. Rounsaville Peachtree at Mathieson Cherokee 2196	MBS Pearson	Robert W. Rounsaville, p & m	Don Mitchell, sm Bob Corley, pd	Harold G. Price, ce Herb Harris, n & sd	Cap., Wld. UP RCA

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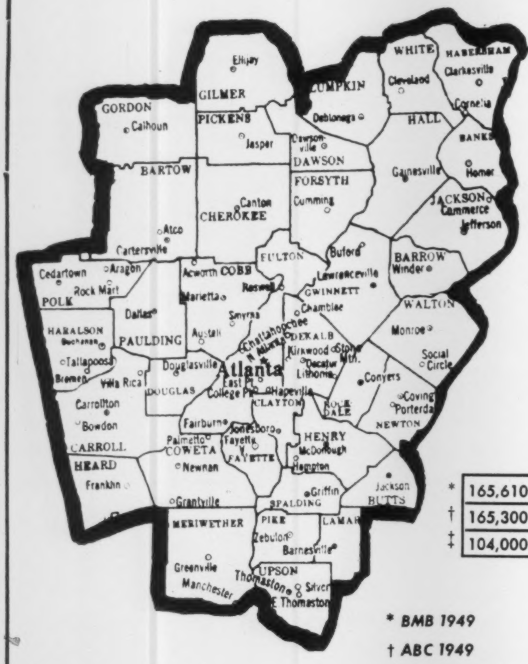
...Let's Compare WGST's...

COVERAGE • AUDIENCE • RATES

COST PER THOUSAND

With the other established media in Atlanta

36 COUNTY TRADING ZONE

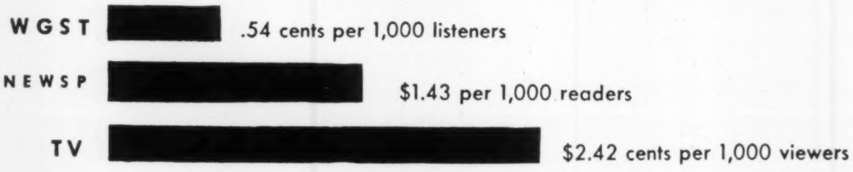

GORDON
Calhoun
GILMER
Ellijay
PICKENS
Jasper
LUMPKIN
Dahlonega
WHITE
Cleveland
HABERSHAM
Clarkesville
Cornelia
HALL
BANKS
Homer
Dawsonville
DAWSON
FORSYTH
Cumming
Gainesville
BARTOW
Canton
CHEROKEE
JACKSON
Commerce
Jefferson
Atco
Cartersville
FULTON
Buford
BARROW
Winder
Cedartown
Aragon
Acworth
COBB
Roswell
Lawrenceville
GWINNETT
Rock Mart
POLK
Marietta
Chamblee
WALTON
Dallas
Smyrna
HARALSON
Buchanan
PAULDING
Austell
Chattahoochee
DEKALB
Monroe
Stone Mtn.
Kirkwood
Decatur
Social Circle
Tallapoosa
Douglasville
Atlanta
Lithonia
Conyers
Bremen
Villa Rica
East Pt.
College Pk.
Hapeville
ROCKDALE
Covington
Porterdale
Carrollton
DOUGLAS
CLAYTON
NEWTON
Bowdon
Fairburn
Jonesboro
CARROLL
Palmetto
COWETA
Fayetteville
FAYETTE
HENRY
McDonough
HEARD
Newnan
Hampton
Franklin
Griffin
Jackson
BUTTS
Grantville
SPALDING
MERIWETHER
PIKE
LAMAR
Zebulon
Barnesville
Greenville
UPSON
Manchester
Thomaston
Silver
E. Thomaston

*	165,610 RAD. HOMES
†	165,300 CIRCUL.
‡	104,000 TV SETS

* BMB 1949

† ABC 1949

‡ Estimated by TV stations April, 1951



WGST

ABC • ATLANTA

5,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

XUM

AN IMPORTANT FACT TO REMEMBER

OF THE 10 RADIO STATIONS IN ATLANTA . . .

waga

Gives you more listeners per dollar!*

waga is CBS

IN ATLANTA, GA.

590 on the dial

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
TOM HARKER, National Sales Mgr. • 488 Madison Ave., New York 22

*Based on the percentage of listeners Sunday through Saturday 6 a.m. to midnight as reported by The Pulse of Atlanta and latest rates in SRDS.

A FORT INDUSTRY STATION

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ATLANTA (Cont'd)							
WSB 1922	750 50,000	Atlanta Newspapers Inc. Biltmore Hotel Elgin 6711	NBC Petry	J. M. Cox Jr., p J. Leonard Reinsch, mgng. d	John M. Outler Jr., gm Frank Gaither, sm Elmo Ellis, pd	Vincent Piano, pmm C. F. Daugherty, ce Walter Paschall, nd	St., Wld. AP, UP WE
WSB-FM *1944*	*Ch. 253 (B)* *98.5mc* *52kw*						.... *RCA*
WSB-TV 1948		Atlanta Newspapers Inc. Biltmore Hotel		(For full information see TELECASTING Yearbook)			
AUGUSTA							
WAUG 1951	1050 250-D	Garden City Bcstg. Co. Bon Air Hotel 6-1053	LBS Augusta Sales	Melvin Purvis, ptnr. Geo. Nicholson, ptnr. Chester Jones, ptnr.	Ted R. Woodard, ce George Fisher, gm Charles H. Pointel, gd	Fred J. Runde Jr., prom. d & nd	.... AP Ray.
WAUG-FM *(CP)*	*Ch. 289 (B)* *105.7mc* *9.2kw*			*George M. Scott, pd*			
WBBQ 1947	1340 250	Savannah Valley Bcstg. 515 Fifteenth 4-5441	MBS Walker	George G. Weiss, p John W. Watkins, g & cm Edward H. Dunbar, pd	John G. Lyon, pdm & nd Marvin W. Tarpley, ce	Bill Riddle, sd Mickey Watkins, wd	.... AP G
WGAC 1940	580 5,000-LS 1,000-N DA-N	Twin States Bcstg. Co. 664 Broad St. 2-2692	ABC Avery-Knodel	A. D. Willard Jr., p & gm D. MacDonald, vp M. E. White, loc. cm Warren Hites, pd	Jack Francis, pmm Jack Jopling, ce John L. Barnes, nd	J. W. Chambers, fd Richard Terfler, sd Joyce Hayward, wd	Thes. UP RCA
WJBF 1947	1230 250	Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421	NBC Hollingbery	J. B. Fuqua, p & gm D. M. Kelly Jr., sm	Steve Manderson, cm H. R. Smith, pd	Ernest G. Swint, ce	.... UP Ray.
WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. Eighth & Broad Sts. 2-8805	CBS Headley-Reed	Ernest D. Black, p W. R. Ringson, gm M. C. Gregory, cm	Frank F. Hubbs, pd & nd Donald G. Shepherd, pmm	Rabun F. Bobo, ce Raymond Culpepper, fd Sheridan Lee, sd	Wld. UP RCA
BAINBRIDGE							
WMGR 1946	1490 250	Decatur Bcstg. Co. P. O. Box 348 777	MBS, KBS	Thomas R. Hanssen, gm Charles W. Dowdy, cm Joe Hill, pd & nd	John A. Dowdy, pmm Harry Hutto, ce	Tom Hanssen, sd Jo Ann Cooper, wd	SES. AP G
BRUNSWICK							
WGIG 1949	1440 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC McGillvra	Hugh K. Tollison, gm John Lane, cm W. Eddie Wade, pd, pmm & nd	Herman Lange, ce Marvin Massey, fd	John Harmon, sd Caroline Stuckey, wd	.... AP G
WMOG 1940	1490 250	Coastal Bcstg. Co., Inc. P. O. Box 572 1500		(Mrs.) Alma King, p Kenneth E. White, vp, g & cm	Cecil Tankersley, ce Sam Middleton, nd	Mary Fosnight, wd	L-W UP RCA
CAIRO							
WGRA 1950	1300 1,000-D	Grady-Mitchell Bcstg. Bainbridge Rd. 439	LBS GALS	Geise Dozier Jr., p Jim Honey, gm W. C. Woodall Jr., cm	Kenneth Flynt, pd Byron Hurst, pmm Gregg Strang, ce	Hugh Birdsong, nd Bob Riddle, sd Mrs. W. T. Schafer, wd	St. UP Col.
CARROLLTON							
WLBB 1947	1100 250-D	Carroll Bcstg. Co. Peoples Bank Bldg. 980	KBS LBS	W. Ryan Frier, gm			

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WHAT COUNTS?

MARKET? Georgia's third market . . . and growing rapidly to be Georgia's second market!

EXPERIENCE? Augusta's pioneer station, over twenty-one years of broadcasting!

HOOPER? The highest Hooperated station in the Augusta area, both daytime and night!

POWER? Augusta's most powerful voice . . . five thousand watts both daytime and night!

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION
MOST AUGUSTA PEOPLE LISTEN TO MOST

WRDW

REPRESENTED NATIONALLY BY HEADLEY-REED

CBS RADIO—AUGUSTA, GA.

XUM

Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb	**wsb-tv**
The Voice of the South	World's tallest TV tower

Affiliated with The Atlanta Journal and Constitution. Represented by Edw. Petry & Co., Inc.

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CARTERSVILLE							
WBHF 1946	1450 250	W. Ryan Fier Cartersville 1200	MBS, KBS GALS	W. R. Frier, p & gm Minor Shadburn, cm	Martha Sullins, pd & wd J. T. Norton, ce & fd	James Hale, nd	L-W UP G
CEDARTOWN							
WGAA 1941	1340 250	Timm Inc. West Ave. 777	ABC	B. F. J. Timm, p Dale Smith, g & cm Fred Webb, pd	Ray Relihan, ce Eddie Lynch, nd Bob McGonagle, fd	Dick Jones, sd Betty Weaver, wd	Wld. AP RCA
WGAA-FM *1948*	*Ch. 241 (B)* *96.1mc* *5.5kw*						
COLUMBUS							
WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley-Reed	Allen M. Woodall, p Miles H. Ferguson, gm W. S. Massie, cm	Joe Byars, pd Loretta Exum, pmm M. F. Harper, ce	Bill Henry, nd Jim Harding, sd Louise Morris, wd	Wld. AP RCA
WGBA 1947	1460 1,000 DA-1	Georgia-Alabama Bcstg. Corp. 1213½ Broadway 33603	ABC, MBS Branham	A. H. Chapman, p Maynard R. Ashworth, vp Walter M. Windsor, gm	Albert H. Haack Jr., cm William R. Atkinson, ce	William L. Gramer, pd & sd Vivian Daugherty, wd	L-W UP RCA
WGBA-FM *1946*	*Ch. 236 (B)* *95.1mc* *15.5kw*						.... *Col.*
WRBL 1928	1420 5,000 DA-N	Columbus Bcstg. Co. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff Jr., exec. m George A. Gingell, sm & pd	B. Ed Johnson, cm A. Perry Gordy, pmm Joseph A. Gamble, ce	George Theeringer, n & sd Helen Farmer, wd Bob Foster, fd	Assoc. UP, INS WE
WRBL-FM *1946*	*Ch. 227 (B)* *93.3mc* *46.2kw*						.... *GE*
CORDELE							
WMJM 1940	1490 250	Southeastern Bcstg. System 20th Ave. & B St. 666	MBS, KBS GALS	James S. Rivers, p William E. Blizzard Jr., gm & wd O. Grady Cooper, slm	Bryant Lane, pd & fd George Jim Martin, ce	John Clayton, nd Bill Sides, sd	.... UP RCA
COVINGTON							
WMOC 1946	1490 250	The Covington News Inc. Covington 2275		A. Belmont Dennis, p Dick Richards, gm W. Thomas Hay, cm	Jim Rodgers, ce S. G. Turner, sd Robert Leal, nd	Leo Mallard, fd Mary Mallard, wd	Cap., SES., Wld. UP ....
DALTON							
WBLJ 1940	1230 250	Dalton Bcstg. Corp. Pentz St. 1180	MBS, KBS GALS	H. C. Kenemer, p Wm. B. Davies, gm	Bernice Ewton, pd John S. Andrews, ce	James L. Clark, nd Hulon Coburn, sd	Thes. UP G
DAWSON							
WDWD 1948	990 1,000-D	Dawson Bcstg. Co. Parrott Rd. 416	LBS GALS	Ed Stevens, p W. C. Woodall Jr., gm & sd	George Burton Jr., c & pmm Bill McGuirt, pd, prod. & nd	Joe Stephens, ce Wayne Foster, fd Carolyn Wall, wd	St. UP Col.
WDWD-FM *1951*	*Ch. 266 (B)* *101.1mc* *11kw*						
DECATUR (Atlanta)							
WEAS 1947	1010 10,000-D	WEAS Inc. 217 W. Ponce de Leon Ave. Dearborn 2521	Forjoe	E. D. Rivers Jr., p W. H. Keller Jr., asst. to p Nedom Angier, cm	Warren Roberts, sm Imogene Jones, pmm Leslie E. Gradick Jr., ce	Kurt Alexander, nd Channing Cope, fd	.... INS RCA
DECATUR							
WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. 546 N. McDonough Crescent 6471		Guy W. Rutland Sr., p Sam W. Kane, gm & pd	Al Ciraldo, c, pmm & sd Sam Dillard, act. ce	Tom Nolan, n & fd Alice Bliss, wd	St. UP G
DOUGLAS							
WDMG 1947	860 1,000-D	WDMG Inc. P. O. Box 590 564	Dora-Clayton	Downing Musgrove, p B. F. J. Timm, gm	Edward Lund, pd	Stanley H. Strickland, ce	SES., Wld. UP ....
DUBLIN							
WMLT 1945	1340 250	Dublin Bcstg. Co. Dublin 871	MBS, KBS GALS Continental	George T. Morris, p W. Newton Morris, vp	Roy M. Hubbard, gm W. C. Courson, pd	Lawrence L. Henry, ce Sarah Orr Williams, nd	Wld. AP ....
EAST POINT							
WTJH 1949	1260 1,000-D (CP) 5,000-D	James S. & Doris R. Rivers P. O. Box 72 Fairfax 4343	KBS	James S. Rivers, p	Willard Belote, g & cm	William J. Hill III, ce	UP RCA
ELBERTON							
WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton	MBS, KBS Continental	Melvin C. Gorman, m			.... AP ....
FITZGERALD							
WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 600 Roanoke Dr. 2077	MBS	Otto Griner, p Al H. Evans, g & cm	Armine H. Wood, pd, pmm, n & fd Charles Eugene Player, ce	Jack Wilkerson, sd Kay Lewis, wd	Cap. AP G

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WRBL
COLUMBUS

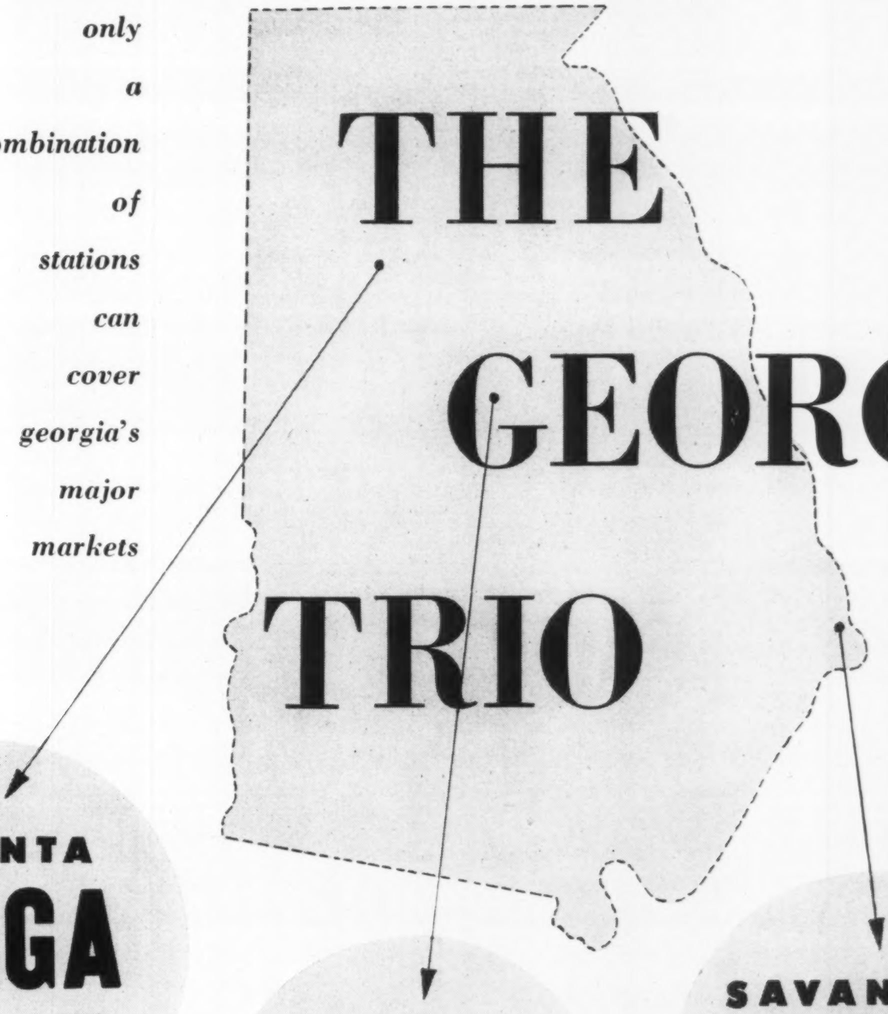
1st in Georgia's
2nd Market

SEE PAGE 113

XUM

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



THE GEORGIA TRIO

ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

the TRIO *offers advertisers at one low cost:*

• concentrated coverage • merchandising assistance •
listener loyalty built by local programming • dealer loyalties
. . . IN THREE MAJOR MARKETS

represented individually and as a group by **THE KATZ AGENCY, INC.**

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
FORT VALLEY							
WFPM 1951	1150 1,000-D	Peach Belt Bcstg. Co. Roberta Rd. 84	LBS	Ed Stevens, p W. C. Woodall Jr., gm Olyn L. Gee, cm & fd	Cecil Grider, slm Orson Swindle, pd Charlie Parish, ce	Royce Jones, pmm, n & sd	.... UP Col.
GAINESVILLE							
WDUN 1949	1400 250	Northeast Georgia Bcstg. Co. 217½ S. Main St. 2341	LBS GALS Continental	Paul C. Plaginos, p John W. Jacobs Jr., g & cm	Julius Still, pd	Les Brooks, ce	Wld. AP GE
WDUN-FM *1949*	*Ch. 280 (A)* *103.9mc* *0.3kw*						
WGGA 1941	1240 250	Blue Ridge Bcstg. Co. 2400 Athens Rd. 1600	MBS, KBS Dora-Clayton	Charles Smithgall, p E. F. MacLeod, cm	Robert P. Schwab, pd James A. Hartley, pmm	F. Keith Brown, ce Lois Porter, wd	.... UP RCA
GRIFFIN							
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 155 5507	MBS, KBS	A. W. Marshall Jr., p & gm	G. H. Whitley Jr., cm, pd & ce		.... AP G
HARTWELL							
WKLY 1947	980 1,000-D	Louie L. Morris Box 189 71	GALS	Louie L. Morris, o & p Max G. Pfaender, evp Broadus McLane, ce	Joe Wilder, asst. m, pd, pmm & nd Vernon Chafin, fd	Burch Griffin, sd Virginia Bailey, wd	Cap. UP G
JESUP							
WBGR 1949	1370 1,000-D	W. G. Thomas Jesup 2444	KBS Dodson	W. Glenn Thomas, o Fred L. Kea Jr., g & cm	Joe F. Crum, pd D. A. Nichols, ce & fd	George Thompson, sd & sp. events d	Cap UP Ray.
LaGRANGE							
WLAG 1941	1240 250	LaGrange Bcstg. Co. 305 Broome St. 3505	MBS	Roy C. Swank, p Edwin Mullinax, g & cm & sd	John Boggess, pd Faye Scarborough, pmm	J. M. McKay, ce Joe Hawkins, fd	Wld UP G
WLAG-FM *1948*	*Ch. 281 (B)* *104.1mc* *1.3kw*						*Assoc*
MACON							
WBML 1940	1240 250	Middle Georgia Bcstg. 230 Second St. 3-5454	NBC Headley-Reed	E. D. Black, p Chas. W. Pittman, gm John Barlett, sta. & pmm	Walter Graham, cm & sd Richard Johnson, pd & nd H. S. Goodrich, ce	Mary Hester Richardson, bus. m Elaine Wood, wd	Wld. AP RCA
WBML-FM *1947*	*Ch. 264 (B)* *100.7mc* *15kw*						
WIBB 1948	1280 1,000-D	The Peach State Bcstg. Co., Inc. Professional Bldg. 2-2505		Thomas H. Maxwell, p & gm	Don Frost, cm	George Patton, asst. m	.... UP Ray.
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Insurance Bldg. 2-7373	CBS Katz	George P. Rankin, p & ce Wilton Cobb, gm	Frank Crowther, cm Ed Pendleton, pmm	J. D. Lawhon, tech. d Ben Chatfield, nd	L-W UP RCA
WMAZ-FM *1947*	*Ch. 256 (B)* *99.1mc* *3kw*						.... *GE*
WNEX 1945	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301	ABC, MBS Branham	E. M. Lowe, p Alfred Lowe, gm Marion Bragg, cm	Virginia Flynt, pd Jimmy Ricks, pmm Charles A. Walker, ce	Emory Stroberg, bus. m Bob Savage, n & sd	Thes. AP ....
WNEX-FM *1948*	*Ch. 245 (B)* *96.9mc* *41kw*						
MARIETTA							
WFOM 1946	1230 250	Chattahoochee Bcstrs. S. Cobb Dr. 1746		Fred B. Wilson, p Albert L. Jones, g & cm John Bacheller, pd & pmm	Chuck Strauss, ce Bill Scott, nd Channing Cope, fd	Red Sparks, sd Patricia Mason, wd	.... AP Ray.
MILLEDGEVILLE							
WMVG 1946	1450 250	Jere N. Moore Milledgeville 250	MBS, KBS GALS Griffith	Jere N. Moore, o Michael T. Landy, gm	Josephine Ragsdale, pd Robbie O. Hattaway, ce	Bill Bloodworth, nd	Cap. UP G
MOULTRIE							
WMGA 1939	1400 250	John F. Pidcock Moultrie 999	KBS, LBS Ga. Sports Clark	John F. Pidcock, o Roy F. Zess, sta. & cm	Lamar Beaty, ce	Bob Lenihan, fd	.... UP RCA
NEWNAN							
WCOH 1947	1400 250	Newan Bcstg. Co. Court Square 1400	MBS	D. T. Manget, p	J. H. Beard, g & cm	Walter Welch, ce	Wld. AP Col.
ROME							
WLAQ 1947	1410 1,000 DA-N	News Pub. Co. 209 Broad St. 7767	ABC	James F. Mann, vp B. H. Mooney Jr., vp Lee Mowry Jr., m & sd & co-pmm	Martha Daniel, cm Clarence Salmon, pd, co-pmm, n & wd	Ed Cole, ce Delmas Franklin, fd	Wld. AP ....
WRGA 1929	1470 5,000 DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS Ga. Sports Walker	Mrs. John W. Quarles, p Mather Payne, gm Lamar Talley, cm	James Roberts, pd Bill Hart, pmm Robert A. Starr, ce Marvin (Cap) Hicks, nd	Albert Kirby, fd Cecil Kerce, sd Katherine Alford, wd	L-W UP WH
WRGA-FM *1947*	*Ch. 293 (B)* *106.5mc* *1.15kw*						.... *GE*
WROM 1946	710 1,000-D	Coosa Valley Radio Co. 121 Broad St. 2-0833	LBS Dora-Clayton	Dean Covington, p Ed McKay, g & pmm	Charles Doss, cm, pd & sd Thomas Robertson, ce	Blair Jesse, nd Dorothy McKay, wd Charles Angley, fd	.... AP Ray.
SAVANNAH							
WCCP 1946	1450 250	Dixie Bcstg. Co. 140 Bull St. 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, sta. & cm	Charles Beresford, pd Al Jennings, pmm & sd William Moats, ce	Robert Smith, nd Chuck Ford, fd	UP G
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC Ra-Tel	H. Blair Minick, p & gm Robert F. Finch, cm Milton Bellah, pd & nd	Kenneth Wolfe, pmm Joseph Testo, ce Jesse Mooney, fd	Robert Gallico, sd Annette Horne, wd	Wld. AP WE

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WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642	LBS GALS Clark	John F. Pidcock, p, gm & pd	John G. Williams, cm James M. Wilder, ce & nd	Dan Lund, sd Larry Shields, wd	.... AP Ray.
WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 4-7264		E. D. Rivers Jr., p James L. Woods, gm	Charles C. Farrar, cm Abram Eisenmen, pmm Robert Rivers, ce	Bob Bright, sd Shirley Collins, wd	.... AP Ray.
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty National Bank Bldg. 3-0234	NBC Ga. Sports Blair	Harben Daniel, p & gm Don K. Jones, cm Robert Shipley, pd & nd	Mary Keating, pmm M. E. Thompson, ce Melvin Peacock, fd	Norm Strand, sd Robert Ward, loc. adv. m Dottie Harris, wd	Thes. AP RCA
WSAV-FM *1947*	*Ch. 262 (B)* *100.3mc* *15.5kw*						
WTOC 1929	1290 5,000 DA-N	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS Ga. Trio Katz	Wm. T. Knight Jr., p & gm S. P. Driscoll, vp Ben Williams, cm	Ben H. Quick, pd Dwight J. Bruce, pmm, & id Kyle E. Goodman, ce	Ester S. Pruett, office m Wm. D. Randall, nd W. O. King, sd Mary Wilder Davis, wd	L-W UP RCA
WTOC-FM *1946*	*Ch. 247 (B)* *97.3mc* *5kw*						.... *GE*

STATESBORO

WWNS 1946	1490 250	Statesboro Bcstg. System Ollif St. 502	MBS, KBS	R. H. Thompson, ptnr., g, cm & fd Jim Watson, pd, n & sd	Jack Lopresti, sm Larry Cook, ce	Mrs. Earnest Brannem, wd	Wld. UP Ray.

SUMMERVILLE

WGTA 1950	950 1,000-D	Tri-State Bcstg. Co. P. O. Box 213 295	GALS	E. C. Pesterfield, co-o William B. Farrar, co-o & secy-treas.	Lawrence Keown, pd	James S. Stowers Jr., ce	Cap. UP GE

SWAINSBORO

WJAT 1950	800 1,000-D	Jack A. & Nancy M. Thompson Covena Rd. 2011		Jack A. Thompson, p & gm R. J. (Dick) Roche, cm & nd	Farris LaVerne Evans, pd John H. Wisely, ce Bill Polk, fd	Joe Beaumont, sd Jane Butler, wd	Cap., L-W UP G
WJAT-FM	*Ch. 269 (A)* *101.7mc* *.97kw*						

THOMASTON

WSFT 1947	1220 250-D	Thomaston Bcstg. Co. Box 689 1300	MBS Ga. Sports GALS	R. E. Hightower, p S. J. Carswell, gm C. D. Thames, cm	Bill Heule, pd R. D. Wharton, ce Jeff Davis, nd	Johnny Williams, fd Larry Scott, sd Lillian Turner, wd	Wld. AP GE

THOMASVILLE

WKTG 1947	730 1,000-D	Southern Bcstg. System, Inc. Bank of Thomas Co. Bldg. 1501	Clark Dora-Clayton	W. F. Scott Jr., p & gm L. T. Porter, cm	W. B. Hill, pd & nd Bruce Singleton, ce	(Mrs.) Nancy Anderson, wd	Wld. AP Ray.
WPAX 1922	1240 250	H. Wimpy 117 Remington Avenue 909		H. Wimpy, o & gm Al Feinberg, cm	Bill Kelly, pd	James Poole, ce	Cap. UP G

THOMSON

WTWA 1947	1240 250	Hickory Hill Bcstg. Co., Inc. 215 Lumpkin Street 777	MBS, KBS	Edgar H. Kobak, p, gm, pd, f & sd	John R. Morris, c & pmm & nd	Edward W. Williams Jr., ce Joyce Hayward, wd	Wld. UP RCA

TIFTON

WWGS 1947	1340 250	Tifton Bcstg. Corp. Graham Bldg. 921	MBS GALS Clark	W. A. Graham, p James E. Graham, vp, g & cm	Carl Wendel, pd & fd Wendell C. Roberts, ce	Oscar Newsome, n & sd Nadawah Towles, wd	Cap. UP ....

TOCCOA

WLET 1941	1420 1,000-D	R. G. LeTourneau 423 Prather Bridge Road 544	MBS, KBS Ga. Sports Clark	R. G. LeTourneau, p Virgle E. Craig, gm	Sam A. Gaines, cm Roy E. Gaines, pd, n & sd	Etheldra Davis, pmm & wd J. Carl Meeks, ce	Thes. UP GE
WLET-FM *1947*	*Ch. 291 (B)* *106.1mc* *7.3kw*						*GE*

VALDOSTA

WGAF 1951	910 5,000 DA-N	Valdosta Bcstg. Co. 116 W. Hill Ave. 910	ABC McKenny	George B. Cook, p & gm	N. V. Pieler, ce Bob Rogers, fd	Anne McKay, wd	Thes. AP WH
WGOV 1940	950 5,000-LS 1,000-N DA-2	WGOV, Inc. Daniel Ashley Hotel 1420	MBS Ga. Sports Pearson	E. D. Rivers Jr., p W. H. Keller Jr., asst. to p & ce A. B. Smith, g & cm	Jack Jackson, pd Vince Randolph, pmm & nd D. E. May, asst. treas.	Channing Cope, fd Julian Tucker, sd Betty Friis, wd	.... UP Ray.
WGOV-FM *1948*	*Ch. 223 (B)* *92.5mc* *7kw*						.... *Fed.*

VIDALIA

WVOP 1946	1450 250	Vidalia Bcstg. Co. Box 391 327	LBS KBS GALS	Howard C. Gilreath, bus. & gm Joe Eagleson, c & pmm	Nell Windham, pd, wd Loren Dorough, ce	R. E. Ledford, n & fd Charles Rolison, sd	Cole, Wld. UP G

WAYCROSS

WACL 1951	570 1,000-D	Teletronics Inc. Carswell Avenue 3068		James S. Rivers, p E. K. Avriett Jr., c & pmm	Bob Lay, pd Lloyd E. McKinney, ce Paul T. Hayes, nd	R. R. Mackey, sd Margaret Harrison, wd	L-W AP Col.
WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS, KBS Ga. Sports Holman	Jack Williams, o John J. Tobola, m & cm Raymond Williamson, pd	Tommy Edwards, pmm & sd Curtis Frazier, ce	Charles Witt, nd Malcum Thomas, fd Geraldine Fields, wd	Cap., Wld. UP RCA

WEST POINT

WRLD 1944	1490 250	(See Lanett, Ala. listing)					
WRLD-FM *1948*	*Ch. 275 (B)* *102.9mc* *10.2kw*						

IDAHO

BLACKFOOT

KBLI 1951	1490 250	Blackfoot Bcstg. Co. Blackfoot 780	LBS	William I. Palmer, o Arlond T. Christensen, gm	Carl Winther, cm	Gerald W. Peterson, ce	.... WE

BOISE

KDSH 1947	950 5,000 DA-N	Boise Valley Bcstrs. 311 N. 10th St. 6820	CBS Free & Peters	Saul Haas, p Westerman Whillock, gm Earl Glade Jr., cm, pd & pmm	James Johntz, ce George Ganz, slm Porter Ward, nd	Darwin Dodds, fd Walt Lowe, sd Anne Schofield, wd	L-W UP WH

IDAHO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BOISE (Cont'd)							
KGEM 1946	1140 10,000 DA-1	Idaho Bcstg. & TV Co. Cassia at Eagleson	ABC Rocky Mtn. Gem Hollingbery	Frank C. Carman, p Milo J. Petersen, gm	Harry Waterstone, asst. m	Manson McClure, ce	.... UP ....
KIDO 1928	630 5,000 DA-2	KIDO Inc. Chamber of Commerce Bldg. 660	NBC Blair	Georgia M. Davidson, p Walter E. Wagstaff, vp & gm Hugh Shelley, cm	Jack Link, pd & fd Harold Toedtemeier, ce Mary Neilson, traffic m	Hal Stewart, nd Wiff Jansen, sd Lowene Wood, wd	St., Thes. UP RCA
BURLEY							
KBIO 1947	1230 250	KBIO Inc. P. O. Box 461 10	ABC Rocky Mtn. Cooke	Jessica L. Longston, p K. Clark, gm & nd	(Mrs.) Barbara Anderson, pd & wd	Edwin C. Miller, ce George MacDonald, sd	Wld. UP WE
CALDWELL							
KCID 1947	1490 250	Caldwell Bcstg. Co. 520 S. Kimball Ave. 1950	Biddick	J. T. LaFond, p H. R. McCosh, g & cm	Andrew Grant, pd & fd Henry Paul, ce	Bob Callender, sd	Wld. UP RCA
COEUR D'ALENE							
KVNI 1946	1240 250	Coeur d'Alene Bcstg. Co. Coeur d'Alene 1250	MBS Don Lee Hollingbery	Burl C. Hagadone, p & gm Wayne E. Olson, cm	Bernard V. Merriman, asst. & pmm, n & fd William Howlett, sd	Barbara Earin, wd	Cap. .... RCA
IDAHO FALLS							
KID 1927	590 5,000-LS 1,000-N DA-N	Idaho Radio Corp. Corner Park & C St. 3	CBS	A. W. Schweider (Idaho Radio Corp.), p C. N. Layne, gm	Roy Southwick, pd, pmm, n & fd Leonard Wasden, cm Carroll Secrist, ce	Myrtle Asper, wd Claude Cain, co-sd Paul Droubay, co-sd	Wld. UP RCA
KIFI 1947	1400 250	Eastern Ida. Bcstg. & TV Co. 339 Broadway 1055	ABC, MBS Gem Rocky Mtn. Intermountain Avery-Knodel	J. M. Brady, p & gm D. W. Kelly, cm Harold Simmons, pd	Wayne Davis, pmm & nd Blaire Nelson, ce	David Lewis, fd Keith Clarke, sd	St. AP G
LEWISTON							
KRLC 1935	1350 1,000 DA-N	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee Grant	H. E. Studebaker, p Donald Thomas, gm Tom Decker, cm Bill Dodel, pd	Al Nelson, pmm Gene Wilson, ce Jack Clifford, nd	Irv Faling, fd Ted Bryant, sd Ann Tussing, wd	Assoc., Thes. UP RCA
MOSCOW							
KRPL 1947	1400 250	Interstate Radio Inc. P. O. Box 396 2283	KBS, LBS Biddick	T. R. Farrier, p Bert McAllister, gm & pd	W. L. Hopkins, c & pmm H. D. Young, ce	Ruth McAllister, wd	SES. AP ....
NAMPA							
KFXD 1925	580 1,000 DA-1 (CP) (5,000 DA-N)	Frank E. Hurt & Son Inc. 1024 12th Ave. S. 6-4611	MBS Intermountain Avery-Knodel	Edward Hurt, p & gm Doyle Cain, cm & sd	Shirl Black, pd	Gilbert Rose, ce	Cap. AP G
KFXD-FM *1947*	*Ch. 270 (B)* *101.9mc* *2.5kw*						.... *GE*
POCATELLO							
KEYY 1946	1240 250	Radio & TV Bcstg. Co. of Ida. 1140 Yellowstone Ave. 1240	CBS	Arden D. Hale, p Clayton S. Hale, g, c & pmm	Jim Clawson, pd & sd	J. J. Dennis, ce & fd	Cap. .... Col.
KSEI 1926	930 5,000 DA-N	Radio Service Corp. Hotel Whitman 4000	NBC Walker	O. P. Soule, p Henry H. Fletcher, g & cm	Ruthe A. Fletcher, pd & wd Olive M. Leeney, pmm	Ellis W. Call, ce Charles A. Clerc, n, f & sd	L-W, St., Thes. UP RCA
KSEI-FM *1947*	*Ch. 243 (B)* *96.5mc* *1.8kw*						

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KLIX
IS KLICKIN'
ASK AVERY-KNODEL

PRESTON							
KPST 1948	1340 250	Voice of the Rockies Inc. Preston 600		Rulon Dunn, gm M. S. Stocking, cm			Assoc. AP ....
REXBURG							
KRXK 1951	1230 250	Snake River Radio & TV Co., Inc. Box 301 700		Dr. M. F. Rigby, p Howard R. Chapman, gm & ce	Merrill L. Skinner, cm & sd Bruce Hymas, pd	Bitt O'Donnel, nd Larry Norman, fd Doris Chapman, wd	Cap., Thes. AP G
KRXK-FM *(CP)*	*Ch. 229 (B)* *93.7mc* *16.5kw*						
SANDPOINT							
KSPT 1949	1400 250	Bauer Bcstg. Co. Dover Rd. 555	KBS Rocky Mtn. Biddick	Norman E. Bauer, p, gm & nd	Jack Hatch, sta. & cm & sd Ione Bauer, pd	Bill Frey, ce & fd Marie Rossmiller, wd	St. UP WE
TWIN FALLS							
KLIX 1946	1310 1,000 DA-2	Southern Idaho Bcstg. & TV Co. Elizabeth Blvd. & Eastland Dr. 2820	ABC, MBS Inter-mountain Don Lee Avery-Knodel	Frank C. McIntyre, vp, gm & pmm Juneau H. Shinn, cm	Don Allen, pd Eddie Gish, pdm Lloyd James, ce Joe Clements, sd	Bob Brashear, nd Holly Houfberg, fd Carma Haselmire, wd	Cap., Mac., Thes. AP ....
KTFI 1928	1270 5,000-LS 1,000-N	Radio Bcstg. Corp. 241 Main Ave. W. 2400	NBC Weed Keating	O. P. Soule, p Florence M. Gardner, gm Kenneth W. Montgomery, cm	Lenore Parker, pd & pmm Marvin Hartley, ce Bonnie Baird, nd	Jack Farrar, fd Fred Maltz, sd	L-W, St. UP RCA
KTFI-FM *1947*	*Ch. 259 (B)* *99.7mc* *3kw*						
KVMV 1946	1450 250	Radio Sales Corp. Box 511 2002	CBS Free & Peters	D. Spencer Grow, p Arch L. Madsen, evp Dewain Silvester, gm	Al Lee, pd & ce Clair Halverson, pmm	Jack Hughes, n & fd R. D. Weggeland, sd	Wld. UP Col.
WALLACE (Kellogg)							
KWAL 1939	620 1,000 DA-N	Silver Bcstg. Co., Wallace 8-2111	MBS Holman	Dr. J. R. Binyon, p R. G. Binyon, g & cm	George Shreve, pd G. Turner Dreher, ce	Bert Daugherty, asst. ce (Mrs.) Jane Cantrell, wd	Wld. .... GE
WEISER							
KWEI 1947	1240 250	Inland Bcstg. Co. Box 791 700	KBS	Frank S. Gwilliam, p James H. Carlson, gm & ce	Walter B. Lake, cm Leo Ellsworth, pd, n, f & wd	James Hayden, pmm & sd	St. AP WE

ILLINOIS

ALTON							
WOKZ 1948	1570 1,000-D	WOKZ, Inc. Hotel Stratford 3-5506	McGillvra	Edward A. Wheeler, p William R. Tedrick, g & cm	Robert F. Morey, pd, f & sd Allen Riehl, pmm & nd	Cletus Kennedy, ce Virginia Stewart, wd	St. AP
WOKZ-FM *1948*	*Ch. 260 (B)* *99.9mc* *9.1kw*						
AURORA							
WMRO 1938	1280 250-D	Martin R. O'Brien 184 S. River St. 4215		Martin R. O'Brien, m Vincent G. Cofey, cm Jack Anderson, pd & fd	Jeanne M. Doran, pmm & wd John Kitner, ce	Jim O'Brien, nd Ralph Faucher, sd	L-W INS RCA
AVA							
WAVA 1951	1580 250-D	Ava Bcstg. Co. Ava 3311		Leonard F. Johnson, co-o gm, pd & fd Leonard F. Johnson, co-o, & cm	Glenn Hardestil, pmm Lester Bilderback, ce	Kathryn Lee Johnson, secy-treas. & wd Lee Hayward Eggley n & sd	SES. UP G
BELLEVILLE							
WIBV 1947	1060 250-D	Belleville Bcstg. Co. 2100 W. Main St. 5000	Holman	Marvin M. Mollring, p & ce Marshall True, vp John W. Lewis, secy-treas.	Paul O. Godt, gm & pd Clarence Keller, c & pmm	Ted Beinert, nd Russ Benson, fd Tom Murray, sd Ruth Schaffer, wd	Wld. AP ....
BLOOMINGTON							
WJBC 1924	1230 250	Bloomington Bcstg. Corp. 209 E. Washington St. 5281	ABC Pearson	Loring C. Merwin, p Warner C. Tidemann, gm	Harry Swift, cm Fred Muxfeld, pd	Fred L. Bailey, ce Keith Bright, nd	Thes. UP RCA
WJBC-FM *1947*	*Ch. 268 (B)* *101.5mc* *15.3kw*						
BLUE ISLAND							
WRBI(FM) *(CP)*	*Ch. 232 (A)* *94.3mc* *1kw*	*South Suburban Bcstg. Co.* *12247 S. Western Ave.* *1234*		John R. Jage, sm	L. NaDean McKeever, bus. m	John C. Svejda, pd	CAP UP ....
CAIRO							
WKRO 1942	1490 250	Oscar C. Hirsch Cairo 1490	MBS Pearson	Oscar C. Hirsch, o & ce Merrill C. Currier, g & cm	Robert Stout, pd	E. Sandow Myers, nd	.... UP Col.
CANTON							
WBYS 1947	1560 250-D	Fulton County Bcstg. Co. Box 554 1877		Harold R. Winsor, p Bill Richardson, gm Robert L. Burns, cm	Don Ruyle, pd & sd Clovis C. Sadler, ce	Al Horrigan, nd Carol Anderson, wd	L-W, Wld. AP G
WBYS-FM *1948*	*Ch. (A)* *100.9mc* *0.65kw*						
CARBONDALE							
WCIL 1946	1020 1,000-D	Southern Ill. Bcstg. 219 W. Main St. 167	LBS	Paul F. McRoy, p, gm, pd & ce Walter Schafer, cm	Ralph Wain, nd Roy Freeman, fd	Bob Yeach, sd Alma Ruth Hankle, wd	Thes. AP Col.
CARMI							
WROY 1948	1460 1,000-D	Carmi Bcstg. Co. 101 S. Walnut 4161	KBS Sears & Ayer	Roy Clippinger, p Thomas S. Land, gm Garnet Williams, sm & sd	Dick Beny, pd Howard M. Reedy, pmm Gene McLin, ce	Guy Parish, Fairfield studio m Mari-Lou Maddox, wd	L-W, SES., UP Col.
WROY-FM *1950*	*Ch. 247 (B)* *97.3mc* *11kw*						.... G
CARTHAGE							
WCAZ 1921	990 1,000-D	Superior Bcstg. Service 502 Wabash Ave. 520	Holman	Zola N. Compton, p	John Palmer, m		
CENTRALIA							
WCNT 1946	1210 1,000-D	WCNT Inc. Route 51 N. 5151		George F. Isaac, p Merle Rogers, cm	William Lytle, pd & sd Peter Brown, pmm & nd	Dwight North, ce	St. UP G
WCNT-FM *1949*	*Ch. 243 (B)* *96.5mc* *2.45kw*						.... *RCA*
CHAMPAIGN							
WDWS 1937	1400 250	Champaign News-Gazette Champaign	CBS Meeker	Mrs. D. W. Stevick, co-o Mrs. Marajen Dyess, co-o	Marc Howard, m	Robert Schenke, ce	Wld. UP GE
WDWS-FM *1948*	*Ch. 248 (B)* *97.5mc* *27.5kw*						

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CHICAGO							
WAAF 1922	950 1,000-D	Corn Belt Pub., Inc. (Dovers Journal Div.) 221 N. LaSalle St. Randolph 6-1932	Pearson	Ward H. Neff, p W. E. Hutchinson, gm George E. Halleman Jr., cm	Bill Baver, pd Fred Bauman, pmm Carl W. Ulrich, ce	Dick Winters, nd Bill Clark, sd Helen McKinley, wd	St. UP ....
WAAF-FM *1950*	*Ch. 230 (B)* *93.9mc 28kw*						.... *RCA*
WAIT 1941	820 5,000	Radio Station WAIT 75 E. Wacker Dr. Franklin 2-0660	Young	Gene T. Dyer, p Thomas L. Davis, g & cm	Del Hester, pd	E. W. Jacker, ce	St. UP ....
WBBM 1923	780 50,000	Columbia Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 4-6000	CBS CBS Radio Spot Sales	Frank Stanton (CBS), p H. Leslie Atlass, vp & gm E. H. Shomo, asst. gm	Gilman Johnston, asst. g slm Al Bland, pd David Kimble, pmm	George V. Sherman, ce Julian Bentley, nd Harry Campbell, fd John Harrington, sd Ray Mattingly, sls. ser. m	.... L-W AP, UP, INS WH
WBBM-FM *1940*	*Ch. 246 (B)* *97.1mc 13kw*						
WBIK (FM) *1948*	*Ch. 242 (B)* *96.3mc* *19.1kw*	*Balaban & Katz Corp.* *190 N. State St.* *Randolph 6-8210*		*John H. Mitchell, gm* *S. C. Quinlan, pd*	*William P. Kusack, ce*	*Eugene McClure, mus. librarian*	*Assoc., SES., Wld.* *GE*
WBKB (TV) 1943		Balaban & Katz Corp. 190 N. State St.		(For full information see TELECASTING Yearbook)			
WCBD 1947	820 5,000 SH	Michael J. Mintern 2714 Enoch Ave., Zion, Ill. 521		(See Zion, Ill. listing)			
WCFL 1926	1000 50,000 DA-2	Chicago Fed. of Labor 666 Lake Shore Dr. Mohawk 4-2400	ABC LBS Bolling	Arthur F. Harre, g & cm Robert Platt, pd	Charles E. Willett, ce Victor Barnes, nd	Joe Boland, sd	St. UP RCA
WCRW 1926	1240 100 SH	Clinton R. White 2756 Pine Grove Ave. Eastgate 7-6860		Clinton R. White, o & ce	J. A. White, g, cm & pd		
WEDC 1926	1240 250 SH	Emil Denemark Inc. 3860 W. Ogden Ave. Crawford 7-4100		Emil Denemark, p Frank J. Kotnour, g & cm	Bill Mack, pd, pmm & nd Ansel W. Smith, ce	William P. Brady, mus. dir.	.... UP ....
WEFM (FM) *1940*	*Ch. 258 (B)* *99.5mc* *30kw*	*Zenith Radio Corp.* *6001 Dickens Ave.* *Berkshire 7-7500*		*E. F. McDonald, p* *Ted Leitzell, gm*	*Violet Kmety, pd*	*Ross Wher, ce*	*St., Thes.* ....
WENR 1923	890 50,000 ST-WLS	American Bcstg. Co. Inc 20 N. Wacker Dr. Andover 3-0800	ABC	John H. Norton, Jr. (ABC), vp in chg. of central div. Edward Lynch, g & cm	Richard Woollen, pd Dean Linger, pmm E. C. Horstmen, ce	Con O'Dea, n & sd Keith Beecher, fd Beulah Karney, wd	.... AP, INS RCA
WENR-FM *1948*	*Ch. 234 (B)* *94.7mc 25kw*						

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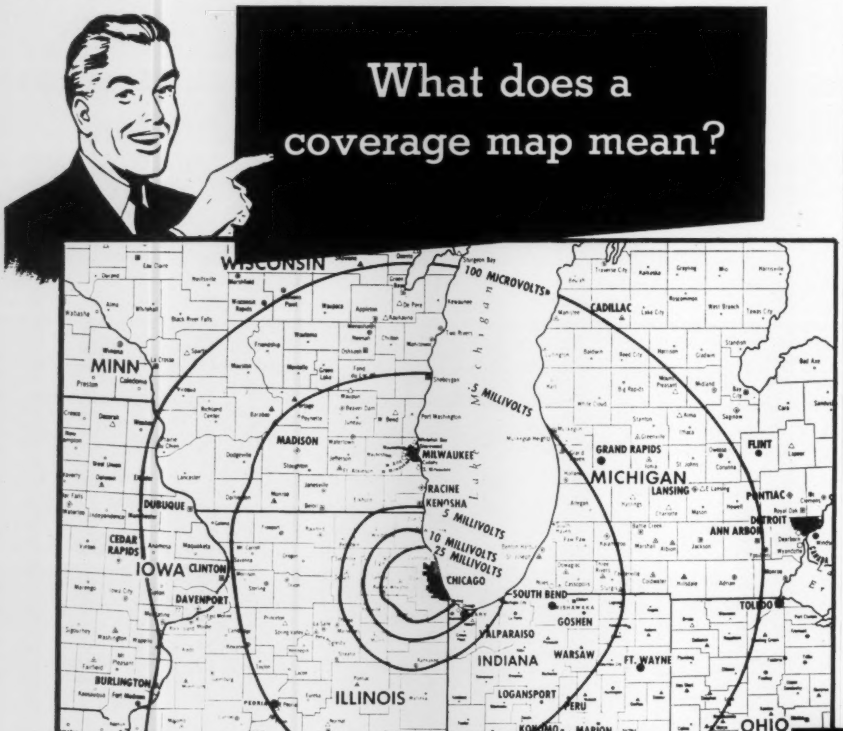

What does a coverage map mean?

PLENTY WHEN YOU'RE SELLING CHICAGO AND 251 KEY MID-WESTERN COUNTIES ON **WCFL!**

Your sales story on WCFL goes out to Chicago and 251 Key-Counties in 5 rich, middle-western states. This actual audience coverage is based on a 30,000 letter-pattern.

9,535,600 consumers in the primary! 6,056,200 in the secondary!

A POTENTIAL $17,000,000,000 ANNUAL MARKET

As the Voice of Labor, WCFL has a special tie with the well-paid craftsmen and wage-earners in this prosperous, industrial area.

For full information, contact Art Harre at WCFL, or The Bolling Company.

WCFL 50,000 watts
1000 on the dial

THE RADIO VOICE OF OVER HALF A MILLION MEMBERS OF THE CHICAGO FEDERATION OF LABOR

666 Lake Shore Drive, Chicago, Ill.

Affiliate of Liberty Broadcasting System

It's Station WMAQ
that sells
the Midwest Market
EUROPE
...and here's
$84,700
worth of proof

• When the Olson Travel Organization of Chicago decided to use radio to boost sales of their European all-expense tours, they naturally turned to Station WMAQ, the master sales medium of the Middle West.

OTO contracted to sponsor the Saturday morning "Norman Ross Hour" at a cost of approximately $350 per week. During the very first week, mail inquiries resulted in estimated business totaling over 84 THOUSAND DOLLARS — 242 times the original investment. And things have been booming ever since.

Here is further evidence of the dynamic selling power waiting to be harnessed to your sales message. Check availabilities with Station WMAQ or NBC Spot Sales TODAY.

Celebrating
30 Years
of Service

NBC RADIO IN CHICAGO

WMAQ
CHICAGO

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CHICAGO (Cont'd)							
WENR-TV 1948		American Bcstg. Co., Inc 20 N. Wacker Drive		(For full information see TELECASTING Yearbook)			
**WFJL(FM)* *1948*	*Ch. 226 (B)* *93.1mc* *29kw*	*Lewis College of Science & Tech.*					
WFMT(FM) *1948*	*Ch. 290 (B)* *105.9mc* *9kw*	*Gale Bcstg. Inc.* *4000 Washington Blvd.* *Sacramento 2-6272*		*Bernard Jacobs, p & m*	*Rita Smith, pd*		
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 Washington Blvd. Sacramento 2-1700		John A. Dyer, gm E. M. Hinzman, cm	Herbert Rudolph, pd K. P. Freda, pmm	William Shunk, ce	Assoc. UP WE
WGN 1924	720 50,000	WGN, Inc. 441 N. Michigan Ave. Superior 7-0100	MBS Hollingbery	Col. Robert R. McCormick, p Frank P. Schreiber, gm William A. McGuineas, cm	Bruce Dennis, pd Tom Elvidge, asst. pd Charles Wilson, pmm Carl J. Meyers, ce David O. Taylor, d of opers.	Jim Hanlon, publ. & pub. rel. d Robert F. Hurleigh, nd Norman Kraeft, fd Frank Korch, sd Myrtle Stahl, wd	St. AP, UP, INS ....
WGNB(FM) *1941*	*Ch. 254 (A)* *98.7mc* *35kw*	*(WGN, AM Affiliate)*					.... *GE*
WGN-TV 1948		WGN, Inc. 441 N. Michigan Ave.		(For full information see TELECASTING Yearbook)			
WHFC 1926	1450 250	WHFC, Inc. 3350 S. Kedzie Townhall 3-6305		R. W. Hoffman, p & gm	F. Matthews, pd	E. P. Hayes, ce	.... UP RCA
WEHS (FM) *1941*	*Ch. 250 (A)* *99.7mc* *30kw*	*(WHFC, AM Affiliate)*					
WIND 1927	560 5,000	Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170		Ralph L. Atlass, gm John T. Carey, cm H. Leslie Atlass, Jr., pd	Walter Rubens, pmm Kenneth Shirk, ce Walter L. Rubens, prod. d	James Dale, nd Bert Wilson, sd	St. AP, UP RCA
WJJD 1934	1160 50,000 DA-1 L-KSL	WJJD, Inc. 230 N. Michigan State 2-5466	Avery-Knodel	Marshall Field, p Frederick G. Harm, g & cm & pd Robert W. Ward, slm	Dick McNeeley, pmm Walter F. Myers, ce Don Lavery, mus. d Carl Warner, nd	Chuck Bill, fd Bob Elson, sd Rosemary Wayne, wd	Cap., St., Thes., Wld. UP RCA
WFMF (FM) *1945*	*Ch.262 (B)* *100.3mc* *33kw*	*(WJJD, AM Affiliate)*					
WLS 1924	890 50,000	Agricultural Bcstg. Co. 1230 W. Washington Blvd Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm C. M. Freeman, cm Harold A. Safford, pd	Warren W. Middleton, pmm Thomas L. Rowe, ce George R. Cook, treas.	Al Boyd, prod. m Arthur C. Page, fd Martha Crane, wd	St. .... RCA
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC NBC Spot	Joseph McConnell (NBC) p Harry Kopf, vp & gm Rudi Neubauer, slm	Homer Heck, prog. m John Keys, pmm Howard Luttgens, ce	William Ray, m & nd Everett Mitchell, fd Johnny Erp, sd	Thes. AP, UP, INS WE
WMAQ-FM *1948*	*Ch. 266 (B)* *101.1mc* *24kw*						
WNBQ (TV) 1949		National Bcstg. Co. Merchandise Mart		(For full information see TELECASTING Yearbook)			
*WMBI 1926	1110 5,000 L-KFAB, WBT	The Moody Bible Institute of Chicago 153 Institute Pl. Michigan 2-1570		Dr. William Culbertson, p H. C. Crowell, evp R. L. Constable, gm	Robert H. Parsons, pd John Raymond, pmm A. P. Frye, ce	Walter Carlson, nd (Mrs.) Frances Youngren, wd	Wld. UP RCA
WMBI-FM *1949*	*Ch. 238 (B)* *95.5mc* *42kw*						*WE*
WMOR (FM) *1949*	*Ch. 274 (B)* *102.7 mc* *20 kw*	*Metropolitan Radio Corp. of Chicago Inc.* *188 W. Randolph* *Andover 3-6050*		*L. B. Melnick, gm*	*Louis Ronder, pd*	*Frank Goldstein, ce*	*Wld.* .... *GE*
WSBC 1925	1240 250	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	Forjoe	Robert O. Miller, gm & pd	Julius Miller, cm	Mary V. Baker, wd	SES. UP ....

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IN ROCKFORD, ILLINOIS

W
R
O
K

*39% OF THE RADIO AUDIENCE
listens regularly to
WROK
*CONLAN SURVEY FEBRUARY, 1951

A
B
C

WROK-FM

A $675 Million (Non-TV) Market

Represented Nationally by H-R Representatives, Inc.

In Chicago, it's WGN

5 *to* 1!

In October, 1951,

an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."

WGN . . . Your Basic Buy . . . ***reaching more homes per week than any other Chicago station***

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta—223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CHICAGO HEIGHTS							
WCHI (FM) *1950*	*Ch. 240 (A)* *95.9mc* *0.225w*	*Chicago Heights Bcstg. Co.* *164 E. 23rd St.* *Skyline 5-7448*	*LBS*	*Anthony Santucci, p, gm & ce*	*Earl Vieaux, cm* *Henry E. Bruns, pd*	*Joe Gansen, sd*	.... *GE*
CLINTON							
WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	Holman Abe Lincoln	J. R. Livesay, p Rolland O. Looper, vp, gm & ce	James Williams, c & pmm Frank C. Jennings, pd	Bill Ward, n & sd John Barton, fd	.... UP RCA
DANVILLE							
WDAN 1938	1490 250	Northwestern Pub. Co. 1500 N. Washington Ave. 1700	CBS McKinney	Robert J. Burow, g, c & pmm	Honore E. Ronan, pd, nd & wd Theodore G. Magin, ce	Max Shaffer, f, s & sp. events d	St. UP RCA
DECATUR							
WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder Jr., vp & gm	Howard G. Bill, cm & asst. treas. William F. Miller, pd A. James Ebel, ce	Wick Evans, nd Marty Roberts, fd Mike Siman, sd Julia Boughter, wd	Thes., Wld. UP G
WSOY 1925	1340 250	Illinois Bcstg. Co. Rt. 48 at N. Jasper St. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm Charles F. Bruce, c & pmm	Jay Giles, pd & sd Allan Doyle, ce Milburn H. Stuckwish, sta. sup.	Al Rowe, nd Carol Tuschoff, wd	Cap., L-W. AP G
WSOY-FM *1946*	*Ch. 271 (B)* *102.1mc* 31.2 kw						.... *RCA*
DeKALB							
WLBK 1947	1360 500-D	DeKalb Radio Studios, Inc. 153 N. Third St. 2677		George Spitz, p R. C. Brown, gm, s & fd	Zenophon Beake, ce Don Ulery, nd	Lois Montgomery, wd	L-W AP GE
EAST ST. LOUIS							
WTMV 1935	1490 250	On the Air, Inc. 5th & Broadway Bridge 4625	Sears & Ayer	Alvin O. Eades, p Frank J. Prendergast, gm Elmer Willrich, asst. m	Betty Prescott, pd & wd Erie E. White, ce Gene Clayton, nd	Neil Norman, sd	Wld. UP RCA
WTMV-FM *1949*	*Ch. 273 (B)* *102.5mc* *55kw*						
EFFINGHAM							
WCRA 1947	1090 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090		Joseph E. McNaughten, p Joseph M. Sutter, g, c & pmm	James Claar, pd, n, f & sd George Kregotis, ce	Marjorie Schuch, wd	Cap., Cole UP G
ELGIN							
WRMN 1949	1410 500-D	The Elgin Bcstg. Co. 156 Division St. 6930	McGillvra	F. F. McNaughton, Julia T. McNaughton, William D. McNaughton &	Joseph E. McNaughton, co-o Helen Blackman, pd	Marty Geertz, nd Fern Ralston, wd	L-W UP ....
ELMWOOD PARK							
WLEY(FM) *1947*	*Ch. 296 (A)* *107.1mc* *0.95kw*	*Elmwood Park Bcstg.* *2526 N. Harlem Ave.* *Tuxedo 9-1133*		*Zeb Zarnecki, p*	*James P. Rodgers, ce*		.... *GE*

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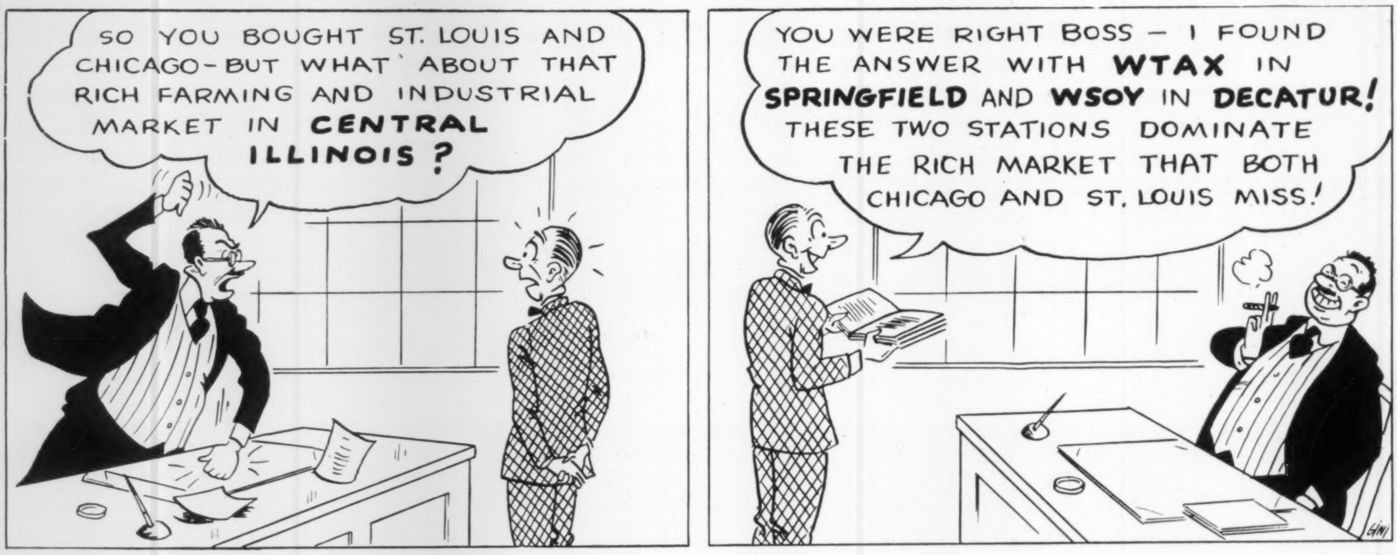
TIME BUYING FOR '52 . . . **by WSOY and WTAX**


SO YOU BOUGHT ST. LOUIS AND CHICAGO-BUT WHAT ABOUT THAT RICH FARMING AND INDUSTRIAL MARKET IN CENTRAL ILLINOIS?
YOU WERE RIGHT BOSS – I FOUND THE ANSWER WITH WTAX IN SPRINGFIELD AND WSOY IN DECATUR! THESE TWO STATIONS DOMINATE THE RICH MARKET THAT BOTH CHICAGO AND ST. LOUIS MISS!

NOTE: The largest market in Illinois outside of Chicago is covered by WTAX and WSOY. This tremendous market has 261,850 families with a population of 733,900. 66,671 industrial workers earn a total of $179,602,000.00 each year. The net farm annual income is $457,403,000.00—$9,016.00 income per farm family, OVER TWICE the national average.—$782,738,000.00 total annual retail sales. This major market is YOURS AT APPROXIMATELY ONE-HALF the cost of any other major market in the U.S.

WTAX
AM and FM
CBS AFFILIATE
SPRINGFIELD

WEED & CO., National Representatives

WSOY
AM and FM
CBS AFFILIATE
DECATUR

XUM

EVANSTON							
WEAW(FM) *1947*	*Ch. 286 (B)* *105.1mc* *36kw*	*North Shore Bcstg. Co.* *2425 Main St.* *Ambassador 2-1128,*		*Edward A. Wheeler, p & gm*	*Nick Panilo, ce* *Henry Handlesman, cm*	*Doris Peterson, pd*	*Assoc.* .... Col.
WNMP 1947	1590 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Shelldrake 3-1590		Fred S. Newton, p Augus D. Pfaff, gm	Ivan Bukovsky, ce	Lee D. Mehlig, pdm	Cap. .... RCA
FREEPORT							
WFJS(FM) *1946*	*Ch. 273 (B)* *102.5mc* *9kw*	*Freeport Journal Standard Pub. Co.* *217 W. Exchange St.* *State 504*		*Donald L. Breed, p* *Floyd Linneman, m & ce*	*Vince Stierman, cm*	*Milton Boyd, pd*	*Thes.* *AP* *GE*
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co., Inc. 9 N. Chicago Ave. State 436	Sears & Ayer	Vincent S. Barker, p, gm & ce	Dave Taylor, cm & nd	Ralph Reynolds, pd & fd	L-W AP ....
GALESBURG							
WGIL 1937	1400 250	Galesburg Bcstg. Co. Hill Arcade 4626	Rambeau	Mrs. O. M. Custer, p Robert W. Frudeger, gm Cy Nelson, pd	George F. Thoma, pmm Kenneth W. Schleifer, n & sd	A. R. Kemp, fd Roger L. Hoffman, cm Douglas H. Horner, ce	Thes. UP Col.
HARRISBURG							
WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. 28	KBS	Englis M. Taylor, g & cm Ken Hamilton, pmm & sd	Elmer L. Gladson, ce Bill Baker, fd	Doris Turner, wd Norma A. Slaton, pd Eddie Wise, nd	.... UP WE
WEBQ-FM *1948*	*Ch. 260 (B)* *99.9mc* *4.2kw*						*Fed.*
HERRIN							
WJPF 1940	1340 250	Orville W. Lyerla P. O. Box 179 381	MBS, KBS Pearson	Orville W. Lyerla, p Charles R. Cook, gm Frank Elders, pd	Charles Weber, pmm Ryburn Yandell, ce	Fred Simmons, loc. slm Chet Townsend, n & sd	L-W UP RCA
JACKSONVILLE							
WLDS 1941	1180 1,000-D	Jacksonville Radio & Television Bcstg. Corp. Ill. Theatre Bldg. 1180	Holman	Robert A. Fay, p R. Karl Baker, vp, g, c, & pmm T. J. Fairburn, pd & nd	G. J. Cassens, ce William L. Fay, secy. & treas.	E. H. Garlich, fd Barney Lewis, sd Virginia Colwell, wd	Thes. UP G
WLDS-FM *1948*	*Ch. 263 (B)* *100.5mc* *9.0kw*						
JOLIET							
WJOL 1926	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Holman	Calvin Wilson, p Joseph J. Garvey, g & cm Willard Erwin, secy-treas. Marion Warner, pmm	Eileen Caron, pd Lester Decosta, ce Bob Philbin, sd	Scott Dilworth, fd Glen Logan, nd Mildred Lawrence, wd	Wld. UP G
KANKAKEE							
WKAN 1947	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. Main 3-6633	Holman	Leslie C. Small, p Burrell L. Small, gm	Bruce Brown, sm Orren Allain, pd & sd	Richard Eckels, ce Ted Parker, nd	Wld. AP Ray.
KEWANEE							
WKEI (CP)	1450 100	Kee Bcstg. Co. c/o Harold Rathrock, Bedford, Ind.					
LaGRANGE							
WTAQ 1950	1300 500-D	The LaGrange Bcstg. Co. 613 S. 7th Ave. 8250		Russell G. Salter, co-o & gm Chas. F. Sebastian, co-o	Marvin Grey, c & pmm Virginia Tabor, pd & wd	James Weiss, ce Stan Noyes, nd	.... Col.
LaSALLE							
WLPO 1947	1220 250-D	LaSalle County Bcstg. Corp. P. O. Box 215 3100		Peter Miller, p William Holm, g & cm William Kostellic, pd & fd	Lawrence McCann, ce Laverne Waltman, nd	Tiny Johnson, sd Betty Oberto, wd	Thes. AP G
LINCOLN							
WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 Lincoln 1370		Ray F. Knochel, p, gm, & d of engrg Dr. Lee N. Hamm, vp & secy	John H. Deal, vp & treas James E. Crowell, nd, prom. d & sp. events d William Brady, pd	Donald Thompson, ce Earle Layman, sd Tom A. Campbell, fd Marion Gordon, wd	L-W AP Col.
LITCHFIELD							
WSMI 1950	1540 1,000-D	Mid-Illinois Bcstg. Co. Box 72 100		Hayward L. Talley, p & fd Thomas F. Payton Jr., evp & ce	Ed Johnson, sd Evelyn Smith, wd	Bill Kuntzman, (Carlinville m)	.... AP RCA
MACOMB							
WKAI 1947	1510 250-D	Macomb Bcstg. Co. 113 E. Carroll 1350	LBS	William E. Schons, gm Gene Spry, pd & fd	Gene Larsen, pmm Earl E. Tipton, ce	Caryl Carstens, nd Carol Kennedy, wd	Cap., L-W UP G
MARION							
WGGH 1949	1150 500-D	Marion Bcstg. Co. P. O. Box 288 824	Sears & Ayer	George W. Dodds, p & gm Orval Jackson, ce	Don Wesley, f & sd Dorothy Sanders, wd	Larry Ward, nd	Assoc. AP G
MATTOON							
WLBH 1946	1170 250-D	Mattoon Bcstg. Co. 17th & Broadway 6464	Holman	J. R. Livesay, p & gm Dwain Bower, cm Robert F. LaMere, pd	Eugene Harper, pmm Ray Livesay, ce Bob LaMere, nd	Alvin Pigg, fd Den Wooddell, sd Phyllis Knight, wd	St. AP Ray.
WLBH-FM *1949*	*Ch. 245 (B)* *96.9mc* *33kw*						.... G
METROPOLIS							
WMOK 1951	920 500-D	Fort Massac Bcstg. Co. National State Bank Bldg. 775	LBS	James H. Firmin, g & pmm J. Dean Tate, cm Stephen C. Wolf, ce	Jim Hankins, sd Edwin E. Hill, nd Dixie M. Smith, off. m	J. R. Wetherington Jr, pd & wd Gilbert Webb, fd	Thes. PN G
MOLINE							
WQUA 1946	1230 250	Quad City Bcstg. Corp. Radio Center 4-6727	CBS Hollingbery	Dalton LeMasurier, p G. L. Flambo, gm Carter Reynolds, pd John Grandy, cm	Herbert Lafferty, pmm Harold W. Higby, ce Michael Blancard, nd	Joe Anderson, fd Hal Showere, sd Martha Cook, wd	Cap. AP Col.
MT. CARMEL							
WVMC 1948	1360 500-D	James R. Brewer & Stephen P. Bellinger N. Cherry St. 937	KBS	James R. Brewer, p Stephen P. Bellinger, gm Vernon R. Nunn, asst. m	Elba Falley, wd Eugene Garrett, pd	Raymond E. Luth, ce Harold Richardson, fd	
MT. VERNON							
WMIX 1947	940 1,000-D	Mt. Vernon Radio & Television Co. Radio Center 3500	LBS Pearson	John R. Mitchell, p James E. Muse, g & cm	Jim Purser, pd & sd Neill R. Westerdale, ce	Don Michael, nd	L-W AP WE
WMIX-FM *1946*	*Ch. 231 (B)* *94.1mc* *15.2kw*						

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
OAK PARK							
WOPA 1950	1490 250	Village Bcstg. Co. 408 S. Oak Park Ave. Village 8-5760	LBS	William L. Klein, p Egmont Sonderling, gm	Martin Bouhan, pd Bryan Wright, ce	Wayne Osborne, sd Esther Kindness, wd	Assoc. UP Ray
WOPA-FM *1950*	*Ch. 272 (A)* *102.3mc* *1kw*						.... *RCA*
OLNEY							
WVLN 1947	740 250-D	Olney Bcstg. Co. Olney 935	Holman	Marshall H. Poole, p, g & cm	Bert DeBarr, pd & nd Paul Hartsey, ce	Ray Baker, sd	St. AP Col.
OTTAWA							
WCMY (CP)	1430 500-D	Carl H. Meyer Box 687		Carl H. Meyer, o & gm			SES. UP G
PARIS							
WPRS 1951	1440 500-D	Paris Bcstg. Corp. 2 mi. W. Paris on State Rd. 133 3-1440		Adlai C. Ferguson Jr, p & gm	Les Davis, loc. nd Bud Sunkel, pd & nd	William Hunt, ce & sd	Cap. AP G
PEKIN							
WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. Inc. 15 S. Capitol 3400	Holman	W. Kenneth Patterson, p, gm & ce Margaret M. Horner, cm	Robert R. Snow, pd George Udry, pmm Phillip Strand, nd	Fearn Wilson, fd Stuart Armstrong, sd Lee Herrick, wd	.... G
PEORIA							
WEEK 1947	1350 1,000 DA-2	West Central Bcstg. Co. Commercial Natl. Bank Bldg. 3-3688	NBC Headley-Reed	U. S. Senator Robert S. Kerr, p Fred C. Mueller, g & cm	Robert Burton, pd Dorothy Klaus, pmm Wayne Lovely, ce	Larry Finley, nd "Chick" Hearn, sd	Wld. AP G
WIRL 1948	1290 5,000 DA-2	Ill. Valley Bcstg. Co. 115 N. Jefferson 4-9239	ABC, MBS Avery-Knodel	Timothy W. Swain, p Tom Gavin, gm	Rudy Luukinen, ce (Mrs.) Effie Sams, wd Dick Herm, fd	Tom Conner, nd Lloyd Harvey, pmm Hank Fisher, sd	Assoc. Up WH
WMBD 1927	1470 5,000 DA-2	Peoria Bcstg. Co. 212 S. Jefferson Ave. 6-0711	CBS Free & Peters	Charles Caley, vp & gm Donald D. Kynaston, cm Charles Barnhart, pd	Marvin H. Hult, pmm A. James Ebel, ce Emil Bill, fd	Jack Quinn, sd Florence Luedeke, wd Brooks Watson, nd	Thes. AP, UP Ray
WMBD-FM *1948*	Ch. 223 *92.5mc* *16kw*						
WPEO 1950	1020 1,000-D	WPEO, Inc. Box 1229 4-9249	Pearson	T. E. Brewer, gm & ce Gleen Elliott, sm	Robert Lee, pd		L-W UP G
WWXL 1947	1590 1,000 DA-2	Central Ill. Radio Corp. Jefferson Hotel 9106	LBS Meeker	Joseph Giddan, p Paul M. Enright, gm Dodd Boyer, cm	Ed Klein, pd Robert Swadener, ce Lee Rothman, nd	Justin Clark, sd Pat Gayle, wd	.... UP, INS ....
QUINCY							
WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, p Joseph S. Bonansinga, gm	Edmund J. Derhake, ce Gene Terry, nd	Paul McClelland, pd & sd Mary Harvey, wd	Wld. UP G
WQDI(FM) *1947*	*Ch. 286 (B)* *105.1mc* *8.9kw*	*(WGEM, AM Affiliate)*					
WTAD 1926	930 1,000 DA-N (CP) 5,000 1,000 N	Lee Bcstg., Inc. W. C. U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter Rothschild, gm Lloyd Loers, (loc.) cm	Merritt Milligan, pd John Phillips, pmm Urlin Whitman, ce Robert Eickmeyer, nd	Dick Faler, fd Bill King, sd Marion Sexton, wd	St. AP, UP G
WTAD-FM *1948*	*Ch. 258 (B)* *99.5mc* *53kw*						.... *RCA*
ROCKFORD							
WROK 1923	1440 1,000-LS 500-N	Rockford Bcstrs. Inc. Rockford Newstower 2-6621	ABC H-R Reps	Albert G. Simms, p Walter M. Koessler, gm Bob Edell, nd Lorna Lane, wd	John J. Dixon, cm Maurice P. Owens, pd Don Bowton, fd	Betty L. Thro, pmm Wilfred A. Smith, ce Morey Owens, sd	St. AP RCA
WROK-FM *1949*	*Ch. 248 (B)* *97.5mc* *16kw*						

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Springfield, IllinoiS

W C V S AND WCVS-FM

SPRINGFIELD'S *FIRST* IN PROMOTION AND MERCHANDISING

(Proven by 8 National Contest Awards)

Affiliated with ABC ❖ Sears & Ayer - Nat'l. Reps.

ROCK ISLAND							
WHBF 1925	1270 5,000 DA-N	Rock Island Bcstg. Co. Telco Bldg. 6-5441	ABC Avery-Knodel	Ben H. Potter, p Leslie C. Johnson, vp & gm Harlan Ralston, asst. pd Fern Hawks, pmm	Maurice Corken, cm Pat Scott, wd Robert J. Sinnett, ce	Charles F. Harrison, nd & sp. events d	St. UP Col.
WHBF-FM *1947*	*Ch. 255 (B)* *98.9mc* *37kw*						*St.* .... *WE*
WHBF-TV 1950		Rock Island Bcstg. Co. Telco Bldg.		(For full information see TELECASTING Yearbook)			
ST. CHARLES							
WEXI(FM) *1949*	*Ch. 292 (A)* *106.3mc* *0.25kw*	*Greater Ill. Bcstg.* *Box 269* *2963*		*Bob Martin, pd*	*Ray Doane, ce*	*Dick Fitzgerald, sls. d*	*L-W* .... *Ray.*
SPRINGFIELD							
WCVS 1924	1450 250	WCBS Inc. 523 E. Capitol 9855	ABC Sears & Ayers	Harold L. Dewing, p C. W. Neeld, g, c & pmm John Geil, pd	Richard Ashenfelter, ce Jim Mitchell, n & sd	Ken Spengler, fd Mary Bruemmer, wd	Wld. AP RCA
WCVS-FM *1947*	*Ch. 275 (B)* *102.9mc* *25kw*						
WMAY 1950	970 1,000-LS DA-2 500-N	Lincoln Bcstg. Co. Reisch Bldg. 6963	NBC Pearson	Gordon Sherman, p & gm Melvin Feldman, ce	Syl Binkin, pd Mel Kampe, pmm	Pat Fredericks, fd	Thes. UP RCA
WTAX 1930	1240 250	WTAX, Inc. U.S. 66 & E. Cook St. 2-4441	CBS Weed	O. J. Keller, p & gm O. J. Keller Jr., cm John W. Midgley, pd	Shelby T. Harbison, pmm & sd E. C. Swaringen, ce	Glen Farrington, nd Spizz Singer, fd LaVerne Best, wd	L-W AP RCA
WTAX-FM *1948*	*Ch. 279 (B)* *103.7mc* *6.7kw*						
STERLING							
WSDR 1949	1240 100	Blackhawk Bcstg. Co. Lawrence Bldg. Main 3400		Sam Bartlett, p, gm & fd Lillian Barlett, cm Bruce Richardson, sd	Johnny Rowher, pd Edward Fisher, ce	Bob Ferguson, nd Lois Lamb, wd	Cap., St. L-W UP G
TAYLORVILLE							
WTIM 1951	1410 1,000-D DA	Moyer Bcstg. Co. Taylorville 1410		Russell Armentrout, co-o Roger L. Moyer, co-o	Keith W. Moyer, gm	William Emas, slm	.... UP G
URBANA							
*WILL 1922	580 5,000-D DA-1	U. of Illinois 1010 S. Wright St. 7-6611		George D. Stoddard, p Frank E. Schooley, gm Harold E. Hill, pd	Robert Campbell, pmm John R. Brugger, ce Don Brown, nd	Jack Murray, fd Myron Walden, sd Jessie Heathman, wd	Assoc., Cap. AP, UP RCA
WKID 1948	1580 250-D	Sterling Bcstg. Co. Box 192 7-5431	McGillvra	Robert E. J. Snyder, ptnr, c & pmm	Gene Phillipe, ptnr, pd & ce Harold Nettleship, nd	Steward Cochran, sd Maralyn Holley, wd	St. UP G
WKID-FM *1950*	*Ch. 277 (B)* *103.3mc* *2.4kw*						

for sales in 25 Central and Southern Illinois Counties

WMAY and

SPRINGFIELD
ILLINOIS' 2ND MARKET

We're sitting pretty—midway between Chicago on the northwest and St. Louis on the southwest—and no television in between. That's why folks say we're "middlemen to Central Illinois." If you want 900,000 people who spend $900 million annually, take 'em with one order on one station: WMAY.

POWER? Sure, to burn. Sir, we're the most powerful fulltime station in all Central and Southern Illinois. We're sitting pretty! Join us!

WMAY

SPRINGFIELD, ILLINOIS
Covering Illinois' Second Market
1000 WATTS DAY 500 WATTS NIGHT

GORDON SHERMAN
President
Represented by
JOHN E. PEARSON CO.

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WAUKEGAN							
WKRS 1949	1220 1,000-D DA	Waukegan News-Sun Bcstg. Co. Box 500 Ontario 9000	McGillvra	F. Ward Just, p Joseph B. Kirby, g & cm	A. F. Sorenson, pd M. D. Hunnicutt, ce	Dolores Ryan	St., Thes. AP G
WKRS-FM *1948*	*Ch. (B)* *106.7mc* *12kw*	*Keystone Printing Services, Inc.* *Box 500* *Ontario 9000*					.... *WE*
WEST FRANKFORT							
WFRX 1951	1300 1,000-D	Pyramid Radio Bcstg. & TV Co. S. Logan St. 1300		Gerald L. Staten, gm Felix Adams Jr., gm	Jim Young, ce	Shirley Staten, wd Ervin Coppi, sd	Cap. UP G
ZION							
WCBD 1947	820 5,000 SH	Michael J. Mintern 2714 Enoch Ave. 521		M. J. Mintern, mgng. d	Carl Q. Lee, cm		

INDIANA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
ANDERSON							
WCBC 1947	1470 1,000-D	Civic Bcstg. Corp. Tower Bldg. 3-5321	Holman	L. B. Gallimore, p William Travis, g & cm Bill Shannon, asst. m & nd	Lorraine Travis, pd & wd D. S. Chakas, pmm Robert Crandall, ce	Ted Stamm, fd Russ Conley, sd	SES., Wld. AP Col.
WHBU 1923	1240 250	Anderson Bcstg. Corp. Citizens Bank Bldg. 7791	CBS Bolling	C. Bruce McConnell, p John R. Atkinson, g & cm	Sam Roberts, pd L. M. Shroyer, ce	Chuck Bailey, sd	Thes. UP Gates
BEDFORD							
WBIW 1948	1340 250	Radio Bedford Inc. Radio Farm 4421	MBS W. S. Grant Co.	William C. Smith Jr., p & gm Louis E. Gaines, ce	James D. Baker, pd & fd Harold B. Rothrock, pmm Carl J. Finger, ce	Larry Incollingo, nd Will Darch, sd Abbie Heitger, wd	L-W AP Collins
BLOOMINGTON							
WFIU(FM) *(CP)*	*Ch. 279 (B)* *103.7mc* *33kw*	*Trustees of Indiana U.*					
WTTS 1949	1370 5,000-LS 500-N DA-2	Sarkes Tarizan Inc. 535 S. Walnut St. 2-3366	ABC Meeker	Sarkes Tarzian, p Glenn VanHorn, gm	Robert Lemon, c & pmm Paul Lennon, sd	Morton Weigel, ce Joe Trimboli, nd Red Latimer, fd	Assoc., Wld. AP RCA, Ray.
WTTV(TV) 1949		Sarkes Tarizan Inc. 535 South Walnut St.		(For full information see TELECASTING Yearbook)			
BOONVILLE							
WBNL 1950	1540 250-D	Boonville Bcstg. Co. Lynville Rd. 980	KBS	H. C. Sanders, co-o, g & cm & ce	Norman Hall, co-o, asst. m, pd & nd Bill Stevens, pmm & sd	Leroy Drake, fd Geraldine Sanders, wd	Cole UP Gates
COLUMBUS							
WCSI 1950	1010 250-D	Syndicate Theatres Inc. 427 Third St. 3397		Joseph Finneran, p Richard Jewell, gm Johnnie Diewart, cm	Ernie Kerns, pd Paul Kelley, ce Charlie Powell, n & fd	Bob Westermeier, sd Dorothy Mayes, wd	Assoc., Wld. AP WE
WCSI-FM *1947*	*Ch. 229* *93.7* *71kw*						.... *Fed.*
CONNERSVILLE							
WCNB 1948	1580 250-D	News-Examiner Co. 405 Central Avenue 1950	Burn-Smith	G. S. Tatmen, secy. E. M. Jackson, gm	R. T. Underwood, asst. m pd & sd	J. C. Wulliman, ce Joanne Geis, wd	Wld., Cap. UP GE
WCNB-FM *1948*	*Ch. 262 (B)* *100.3mc* *10kw*						
ELKHART							
WTRC 1931	1340 250	Truth Pub. Co. 116 S. Second St. 3 1960	NBC Pearson	Richard W. Holloway, gm Donald McFall, ce Jerry Maloney, pd	Kay Schnuck, pmm Lester Zellmer, ce Phillip Haines, nd	Roscoe Stangland, fd Eldon Lundquist, sd Martha Jane Boles, wd	Wld. UP RCA
WTRC-FM *1948*	*Ch. 264 (B)* *100.7* *33kw*						.... *Fed.*
EVANSVILLE							
WEOA 1936	1400 250	WFBM Inc. 24 N. W. Third St. 49215	CBS Katz	Harry M. Bitner Jr., p Don Menke, g & cm Alex Monahan, pd	Ray Lasher, pmm William Schultz, ce Courtney Smith, nd	Kenneth Snapp, fd Dick Anderson, sd Michael Finn, wd	L-W AP RCA
WGBF 1923	1280 5,000-LS 1,000-N DA-N	On The Air Inc. 1001 Diamond Ave. 2 1171	NBC Weed	Martin L. Leich, gm Mrs. Pat Roper, pd	Del Greenwood, pmm Erwin Schoeny, ce	Fred Rollison, nd Marvin Bates, sd	Wld. UP Col.
WMLL(FM) *1941*	*Ch. 233 (B)* *94.5mc* *50kw*	*(WGBF, AM affiliate)*					
WIKY 1947	820 250-D	South Central Bcstg. Corp. Mt. Auburn Rd. 4 8284	Indie Sales	John A. Engelbrecht, p, g, c, pmm & pd	George F. Stoltz, ce John Munger, nd		Thes., Cap. AP Col.
WIKY-FM *1948*	*Ch. 281 (B)* *104.1mc* *19kw*						.... *Fed.*
WJPS 1948	1330 5,000-LS 1,000-N DA-2	WJPS Inc. 206 Main St. 5 2221	ABC Walker	Robert S. Davis, p Robert J. McIntosh, gm Jack D. Frew, cm	Jack McLean, pd & nd Betty Sparkman, pmm Gilbert Hoffman, ce	Verne Paule, sp. events d Dick Shilvey, sd	St. AP Fed.
FT. WAYNE							
WANE 1948	1450 250	Radio Ft. Wayne Inc. 1205 Ft. Wayne Bank Bldg.	CBS Bolling	C. Bruce McConnell, p Robert McConnell, gm Charles E. Kennedy, sm	Paul Price, pd Robert McCermott, pmm & nd	Wm. Wallace Warren, ce Robert Hill, sd Madge Roemer, wd	St. AP
WGL 1924	1250 1,000 DA-2	The News-Sentinel Bcstg. Co., Inc. 201 W. Jefferson St. Eastbrook 3366	ABC Headley-Reed	Miss Helene R. Foellinger, p Henry Page, vp & treas. Pierre Boucheron, gm	Merrill C. Johnson, cm Norman Widenhofer, pd Richard Katt, pmm Donald Holzapfel, ce	Jack Guest, fd Len Davis, sd Mary McDonald, wd	Thes. UP RCA

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WKJG 1947	1380 5,000 DA-2	Northeastern Indiana Bcstg. Co. Inc. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Clarence L. Schust, p Hilliard Gates, asst. m & sd	Edward G. Thoms, gm Carl B. Evans, cm Calo Mahlock, pd	Eugene A. Chase, ce Wayne Rothgeb, fd	UP RCA
WKJG-FM *1948*	*Ch. 291 (B)* *106.1mc* *30kw*						
WOWO 1925	1190 10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC Free & Peters	Franklin A. Tooke, sm Paul E. Mills, cm Carl W. Vandagrift, pd Jess L. Hadsell, pmm	Bruce H. Ratts, ce Bob Carlin, co-nd Ron Miller, co-nd	Jay Gould, fd Milt Marx, sd Jane Weston, wd	Thes. UP …………
WOWO-FM *1941*	*Ch. 241 (B)* *96.1mc* *16.5kw*						………… ………… *WH*

GARY

WGRY 1950	1370 500-D	WGRY Inc. Lake Hotel		George M. Whitney, p, g & cm	William Miller, pd Erick Ericksen, pmm	H. F. Grounds, ce	………… ………… RCA
WWCA 1949	1270 1,000 DA-1	Lake Bcstg. Co. Inc. Hotel Gary 9171		Dee O. Coe, p & gm Boyd Lawlor, cm Todd Branson, pd & sd	Jim Connors, pmm Victor Voss, ce	Morrison Schwartz, nd Joan Beckman, wd	………… AP Col.

HAMMOND

WJOB 1928	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	McGillvra	Robert C. Adair, p L. B. Weller, m Ed Rozhon, cm	Wilbert Wobus, pd Jess Peters, ce John Gibbs, nd	Jerry Mitchell, fd Hugh Hill, sd Lee Kent, wd	Wld. UP Ray.
WJIZ(FM) *1948*	*Ch. 222 (B)* *92.3mc* *9.3kw*	(WJOB, AM Affiliate)					

INDIANAPOLIS

WFBM 1924	1260 5,000 DA-N	WFBM Inc. 1330 N. Meridian St. Lincoln 8506	CBS Katz	Harry M. Bitner, p Harry M. Bitner Jr., gm William F. Kiley, cm Frank O. Sharp, pd	Dave Milligan, pmm Harold Holland, ce Gilbert Forbes, nd	Harry Martin, fd Dick Pittenger, sd Jeannette Elliott, wd	
WFBM-TV 1949		WFBM-TV 1330 N. Meridian St.		(For full information see TELECASTING Yearbook)			
WIBC 1938	1070 50,000-LS 10,000-N DA-2	WIBC, Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	Richard M. Fairbanks, p, & gm Robert J. Myers, asst. gm Gilbert I. Berry, gen. slm	William L. Dean, pd, pmm Robert W. Minton, ce Gordon Graham, nd	Dix Harper, fd William F. Fox Jr., sd Alice Bayne, wd	Cole, SES AP, UP RCA

THOSE HIGH HOOPERS TELL ONLY *HALF* THE WIBC STORY—

● Hooper ratings give only a glimpse of the hold which WIBC—Indiana's *first* and *only* 50 KW radio station—has on Hoosier audiences.

Hooper* shows WIBC's average rating on locally produced programs *now available* in the weekday 8 a.m.-6 p.m. slot is 74% higher than that of any other Indianapolis station . . . actually 147% higher than the average of all rival stations, for programs in this category.

But these high-flying Hoopers—limited as they are to Metropolitan Indianapolis—don't do full justice to "The Friendly Voice of Indiana."

Why? Because WIBC gives you a BONUS of 932,368 additional radio families within its 0.5 MV contour area!

This BONUS COVERAGE is the key to WIBC's position as a top salesman for a long list of the leading national spot advertisers . . . and your cue for top results in the Indiana market!

See your John Blair man today!

*February, March, April, 1951

JOHN BLAIR & CO.
National Representatives

WIBC 1070 KC
The Friendly Voice of Indiana

30 W. WASHINGTON ST.
Indianapolis 6, Ind.

INDIANA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
INDIANAPOLIS (Cont'd)							
WIRE 1924	1430 5,000 DA-N	Indianapolis Bcstg. Inc. 307 N. Pennsylvania St. Plaza 1541	NBC Pearson	Eugene C. Pulliam, p Willard C. Worcester, vp & gm Daniel C. Park, cm	M. Wayland Fullington, pd Ward Glenn, pmm Eugene E. Alden, ce	Tom Carnegie, sd Paula Karr, wd	Wld. AP, UP RCA
WISH 1941	1310 5,000-LS 1,000 DA-N	Universal Bcstg. Corp. 1440 N. Meridian St. Plaza 4595	ABC Bolling	C. Bruce McConnell, p Robert B. McConnell, gm William H. Spencer, sm William E. Frosch, pd	Reid G. Chapman, pmm Stokes Gresham Jr., ce Gene Allison, nd	Howard Carlson, fd Luke Walton, sd Catherine Daniels, wd	Thes. AP RCA
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickory 6494	Indie Sales	Lyman S. Ayres, p Robert D. Enoch, g & cm	Joseph Rockhold, pd Edward Lockwood, ce	John Randall, nd Charles Brockman, sd	Cap. UP ....
JASPER							
WITZ 1948	990 1,000-D	Jasper On The Air Inc P. O. Box 167 678		Dr. G. E. Metzger, p F. A. Higgins, gm George A. Foulkes, cm	Charles O. Presley, pd, n, f & sd Nick Yalowey, ce	David Tobak, wd Frank Martin, mus. d Pat Freson, traffic d	Wld. UP ....
KOKOMO							
WIOU 1948	1350 1,000 DA-2	North Central Indiana Bcstg. Corp. 212½ N. Main St. 6194	ABC Weed	R. H. Blacklidge, p John Carl Jeffrey, vp, g & cm	Wm. Randolph Cox, pd Chester V. Rector, ce Robert Bruner, nd	Bob Nance, fd Wm. Pipher, sd Dorothy Shellman, wd	St. AP GE
LAFAYETTE							
WASK 1941	1450 250	WFAM Inc. McCarty Lane 4300	MBS Ra-Tel	O. E. Richardson, p E. R. Herkner, sm	Robert H. Elrod, pd & sd Harry C. Garba, ce	Ted Thorne, nd	Wld. UP Ray.
WFAM(FM) *1948*	*Ch. 236 (B)* *95.1mc* *12kw*	*(WASK, AM Affiliate)*					
LaPORTE							
WLOI 1948	1540 250-D	LaPorte County Bcstg. Co. Inc. Rumely Hotel 3734	McGillvra	Hoyt Scott, p & sm	Dr. Edward Young, treas. & gm		Cap. AP ....
LEBANON							
WINL(FM) *1951*	*Ch. 296 (A)* *107.1mc* *0.59kw*	*Lebanon Bcstg. Co.* *117 S. Lebanon St.* *17*		*Percy M. McGhee, p, g & cm & ce*	*Elizabeth L. McGhee, pd*		*Thes.* *INS* *RCA*
LOGANSPORT							
WSAL 1949	1230 250	Logansport Bcstg. Corp. P. O. Box 399 4261	MBS	John C. Cotner, p Joe Jordan, g & cm & sd	Howard Bright, pd & pmm Earl Nelson, ce	Ted Burklund, nd Ira McCormack, fd Ann Ginn, wd	Assoc. AP RCA
MADISON							
WORX(FM) *1951*	*Ch. 244 (A)* *96.7mc* *0.35kw*	*Pioneer FM Co.* *Telegraph Hill* *962*		*Frances Knight, g & cm*	*William M. Poland, pd*	*Charles N. Cutler, ce* *Anita Spillman, wd*	*Thes.* *UP* *G*
MARION							
WBAT 1947	1400 250	Marion Radio Corp. Marion 5500	CBS	John Henry Bone, p, g & cm John Ramp, vp	Lenore Fuller, pd, pmm & wd Charles Westfall, ce	Bill Fowler, n & sd Guy Harris, fd	Wld. AP Col.
WMRI(FM) *1948*	*Ch. 295 (B)* *106.9mc* *34kw*	*Chronicle Pub. Co. Inc.* *610 S. Adams St.* *4059*	*LBS* *Hoosier*	*Gardner J. Thomas, p* *Richard E. Lindsay, gm*	*Carl L. Baker, cm* *Robert Wright, pd*	*William Simpson, ce*	*Cap.* .... *WH*
MICHIGAN CITY							
WIMS 1947	1420 1,000-D (CP) 1,000-LS 500-N DA-N	Northern Indiana Bcstrs Inc. 415 Franklin St. 5-5245	LBS Ra-Tel	William N. Udell, p & gm Al Halus, co-cm Robert K. Beel, co-cm Richard S. Olsen, pd	Jean LaGrange, pmm Robert J. Schilling, ce John Gleason, nd Stu McDonnell, fd	Paul Schroeder, co-sd Howard Murdock, co-sd Ruth Bleck, wd	.... UP Ray.
WIMS-FM *1949*	*Ch. 228 (A)* *93.5mc* *1kw*						
MUNCIE							
WLBC 1926	1340 250	Tri-City Radio Corp. Radio Center 4403	CBS Holman Walker	D. A. Burton, p & sd W. F. Craig, vp, c & pmm	Lee Allerton, pd & fd M. M. Crain, ce	F. M. Hinshaw, nd Patricia Schaffer, wd	St. AP GE
WMUN(FM) *1947*	*Ch. 281 (B)* *104.1mc* *7.4kw*	(WLBC, AM Affiliate)					
NEW ALBANY							
WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Inc. P. O. Box 285 4-2235		Roy L. Hickox, p & gm Speck Pedigo, cm Keith Reising, pd	Joe Gillum, pmm Eugene Fischer, ce	Joe Piggott, n & sd Rita Loesch, wd	L-W UP Ray.
NEW CASTLE							
WCTW(FM) *1947*	*Ch. 273 (B)* *102.5mc* *4kw*	*Courier-Times Inc.* *202½ S. 14th St.* *2600*		*(Mrs.) Adeline B. Chambers, trustee*	*Scott B. Chambers, gm* *Howard White, cm* *William E. Turner, pd*	*Kenneth Huffman, act. ce* *E. D. Ogborne, sm*	*Cap., Wld.* *AP* *GE*
PORTLAND							
WPGW 1951	1440 500-D DA	Glenn West P. O. Box 608 1094	LBS	Glenn West, p, g & cm, pmm & tech. d Mrs. Glenn West, exec. secy.	Robert E. Leach, pd, n & sd	Harold K. Rippey, fd Betty Leach, wd	SES. .... G
PRINCETON							
WRAY 1950	1250 1,000-D	M. R. Lankford Outer West Broadway 1250		M. R. Lankford, p Bryan Davidson, g & cm, & ce	Jerry Hirsch, pd Lloyd Ray Harry, n, f, & sd	(Mrs.) Ola Criswell, wd	St. AP G
RICHMOND							
WKBV 1926	1490 250	Central Bcstg. Corp. 25 S. Ninth St. 2-1156	MBS Meeker	Alan B. McCrea, p Lester G. Spencer, gm Roland Nusbaum, c & pmm	Mark Mitchell, pd Louis Duning, ce Ted Westbrook, nd	Liz Miller, fd Spencer Danes, sd Geneta Kern, wd	SES., Thes. UP RCA
SALEM							
WSLM (CP)	1220 250-D	Don H. Martin 306 Caleb St.					
SEYMOUR							
WJCD 1949	1390 500-D	Azra C. Baker Seymour 1212		Azra C. Baker, p	John William Clark, pd	Arnold Haun, ce	L-W, SES. AP G

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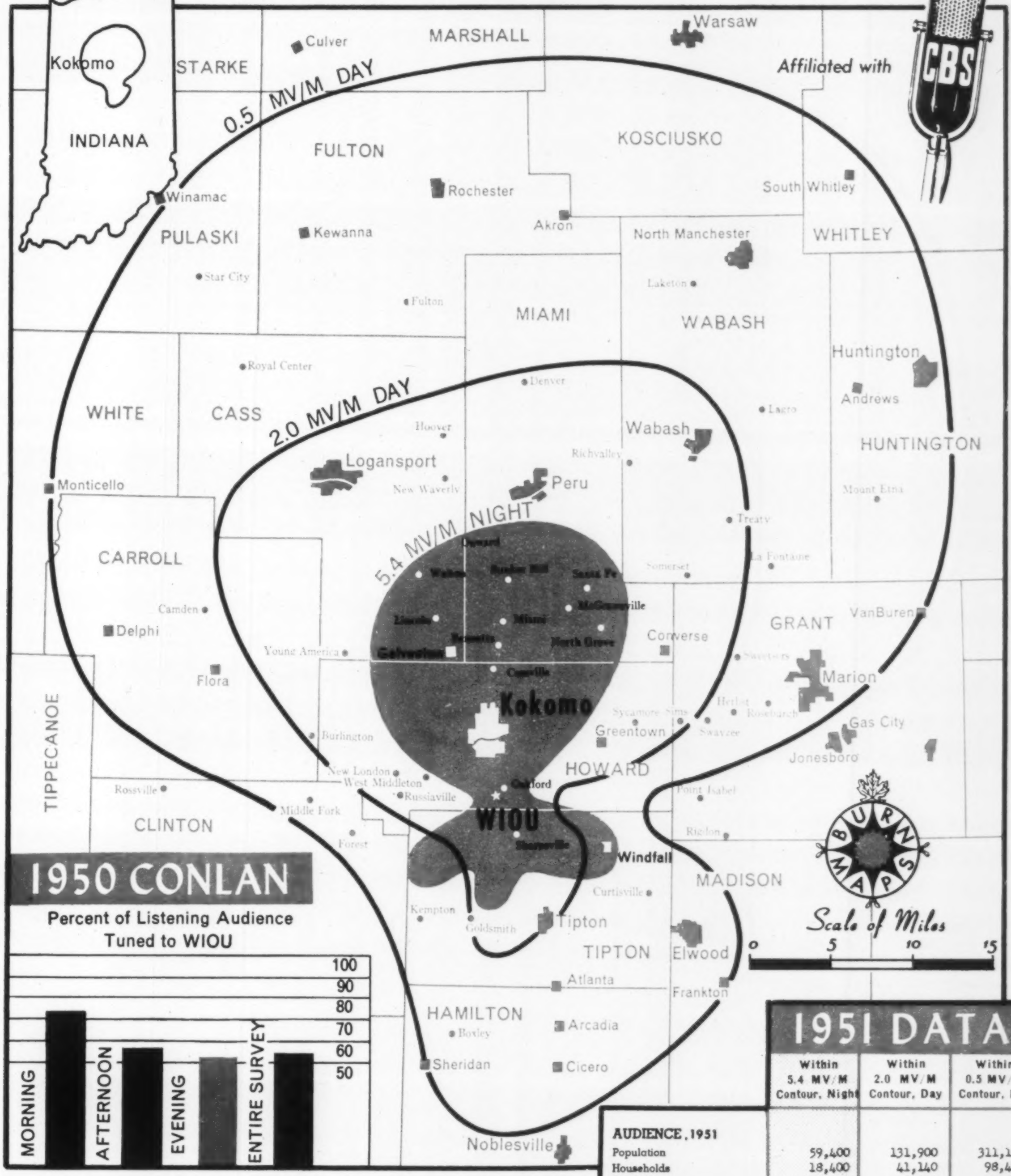
WIOU

1,000 WATTS
DIAL 1350
DAY & NIGHT

KOKOMO
Indiana

Affiliated with CBS


Kokomo
INDIANA
STARKE
Culver
MARSHALL
Warsaw
0.5 MV/M DAY
FULTON
KOSCIUSKO
Winamac
Rochester
South Whitley
PULASKI
Kewanna
Akron
North Manchester
WHITLEY
Star City
Fulton
Laketon
MIAMI
WABASH
Royal Center
Huntington
Denver
Andrews
WHITE
CASS
2.0 MV/M DAY
Hoover
Wabash
Lagro
HUNTINGTON
Richvalley
Logansport
Peru
Monticello
New Waverly
Mount Etna
5.4 MV/M NIGHT
Treaty
CARROLL
La Fontaine
Somerset
Camden
Converse
GRANT
VanBuren
Delphi
Young America
Galveston
Sweetsers
Flora
Marion
Kokomo
Greentown
Gas City
TIPPECANOE
Burlington
Sycamore
Sims
Herbst
Jonesboro
Swayzee
HOWARD
New London
West Middleton
Russiaville
Point Isabel
Rossville
Middle Fork
CLINTON
Forest
WIOU
Sharpsville
Windfall
Ridgon
MADISON
Curtisville
Kempton
Goldsmith
Tipton
Scale of Miles
0
5
10
15
TIPTON
Elwood
Atlanta
Frankton
HAMILTON
Boxley
Arcadia
Sheridan
Cicero
Noblesville
BURN MAPS
100
90
80
70
60
50
MORNING
AFTERNOON
EVENING
ENTIRE SURVEY

1950 CONLAN

Percent of Listening Audience Tuned to WIOU

1951 DATA

	Within 5.4 MV/M Contour, Night	Within 2.0 MV/M Contour, Day	Within 0.5 MV/M Contour, Day
AUDIENCE, 1951			
Population	59,400	131,900	311,100
Households	18,400	41,140	98,400
Radio Homes	17,930	40,030	95,620
RETAIL MARKET,* 1950			
Food Stores	12,590,000	23,770,000	56,250,000
General Merchandise Stores	5,640,000	13,430,000	26,860,000
Apparel Stores	2,880,000	5,820,000	13,140,000
Home Furnishings Stores	4,240,000	7,430,000	15,800,000
Automotive Outlets	13,330,000	25,900,000	61,200,000
Filling Stations	3,140,000	8,060,000	19,420,000
Building Mtl.-Hardware	7,100,000	15,230,000	39,000,000
Eating-Drinking Places	2,920,000	6,840,000	14,490,000
Drug Stores	1,580,000	3,470,000	7,820,000
All Other Stores	5,710,000	13,210,000	27,970,000
TOTAL RETAIL SALES	59,130,000	123,160,000	281,950,000
FARM MARKET, 1950	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
Number of Farms	7,050	18,360	73,320
Population	29,790	79,150	313,200
Households	8,330	22,100	83,050
Radio Homes	7,890	20,840	78,500
Automotive Vehicles	18,300	48,350	179,700
Cost of Feed Purchased $000	6,760,000	19,560,000	68,400,000
Value of Products $000	46,800,000	121,000,000	417,000,000

*by store classes, expressed in dollars $ — *Not shown on map

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture); BMB Radio Families; SRDS Consumer Markets; coordination to 1950-1951 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

We know what our people want . . . and a share of the listening audience that is never less than half and frequently exceeds 80 percent, is proof that *we give them just that.*

★ ★ ★

Including the finest programs in the world from the Columbia Broadcasting System.

★ ★ ★

Farm Listeners hear a special program for two hours each day conducted by Robert Nance, Farm Service Director.

Radio Station WIOU
John Carl Jeffrey, Vice-President and General Manager.
Radio Center Kokomo, Indiana Telephone 6194
Represented by
WEED & COMPANY
New York - Chicago - Hollywood - Detroit - San Francisco
Atlanta - Boston

INDIANA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SHELBYVILLE							
WSRK(FM) *1949*	*Ch. 267 (B)* *101.3mc* *5kw*	*Shelbyville Radio Inc.* *125 E. Washington St.* *1776*	Hoosier	*John C. DePrez, p* *Donald H. Sexton, g & cm*	*George Lambert, pd* *Justin Reuter, ce*	*Richard Higgs, sd* *Ruth Green, wd*	*Thes.* *UP* *GE*
SOUTH BEND							
WHOT 1944	1490 250	South Bend Bcstg. Corp. St. Joseph & Monroe Sts. 7-1566	ABC Bolling	C. Bruce McConnell, p Frank Crosiar, gm & sd C. J. Pajakowski, cm	Jack Melloy, pd & nd Robert Nowicki, pmm Ira D. Kealy, ce	Bruce Chamberlin, fd (Mrs.) Sue Riley, wd	Assoc. AP ....
WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 206 S. Main St. Mishawaka, Ind. 5-8620	Burn-Smith	F. R. Householder, p & gm	Charlie Sharpless, cm Vince Doyle, pd, n & sd	Francis Bock, ce Catherine Griffin, wd	Wld. UP Col.
WSBT 1921	960 5,000 DA-2	South Bend Tribune 225 West Colfax Ave. 3-6161	CBS Raymer	F. A. Miller, p Robert H. Swintz, gm Neal B. Welch, cm Robert Drain, pd	Walter Sweitzer, pmm Herbert G. Cole, ce M. L. Linder, nd	Phillip Combs, fd Joe Boland, sd Eleanor Moore, wd	St., Thes. UP RCA
TELL CITY							
WTCJ 1948	1230 250	James R. Brewer Tell City 740	LBS	James R. Brewer, o & m			.... AP ....
TERRE HAUTE							
WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034	NBC Weed	Alvin Eades, p Wm. F. Rippetoe, g & cm Harry Frey, pd	Madeline Barry, pmm Howard Stewart, ce Howard Stevens, nd	Bob Ferguson, sd Wanda Campbell, wd	Thes. AP, UP ....
WBOW-FM *1947*	*Ch. 266* *101.1mc* *20kw*						
WTHI 1948	1480 1,000 DA-2	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	CBS Bolling	Anton Hulman Jr., p J. M. Higgins, gm	Dick Forbes, slm Ben Falber Jr., pd	L. Froeb, pmm Don E. Petit, ce	L-W UP ....
WTHI-FM *1948*	*Ch. 260 (B)* *99.9mc* *7.4kw*						.... *RCA*
VINCENNES							
WAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787	MBS Pearson	Eugene C. Pulliam, p Tom Peden, gm Dick Shaughnessy, pd	Hal Roche, sd Ralph Baldwin, chief tech.	Austin Edmondson, nd Katherine Marsey, wd	
WARSAW							
WKAM 1949	1220 250-D	Kosciusko Bcstg. Corp. Rt. #1 65	Holman	Josiah W. Autenrieth Jr., p, g & cm	Jack E. Shannon, pd & fd L. D. Winegardner, ce	Doris Knight, wd	Cole AP Ray.
WRSW 1951	1480 500 DA-2	Warsaw Times Union Times Building 155	Hoosier	Raymond B. Williams, p C. Reuben Williams, gm Wm. Mollenhour, cm & pd, pmm	Don Bowdish, ce Vince Gaddis, nd Wm. Johnson, fd	Milo Clase, sd Janet Gilliam, wd	Cap., L-W UP Col.
WRSW-FM *1948*	*Ch. 297 (B)* *107.3mc* *36kw*						.... *WH*
WASHINGTON							
WFML(FM) *1948*	*Ch. 293 (B)* *106.5mc* *14kw*	*Washington Radio Inc.* *615 S. E. 11th St.* *1810*	*Hoosier*	*Paul R. Bausman, p* *Robert E. Williams, gm*	*William B. Shilkett, cm* *Joseph Edwards, pd*	*Gerald E. Dyer, ce*	*St.* *AP* *GE*
WEST LAFAYETTE							
*WBAA 1922	920 5,000-LS 1,000-N DA-N	Purdue University Lafayette 92-2385		James S. Miles, gm (on leave) John Henderson, act. m	John DeCamp, pdm, n & sd Ralph R. Townsley, ce	Horace Tyler, fd Mary Alice Crosson, wd	Assoc. SES., UP Col.

IOWA

AMES							
KASI 1948	1430 1,000-D	Ames Bcstg. Co. 328½ Main St. 3460	Continental	W. S. Rupe, p A. A. (Art) Skinner, g & cm	Dwaine Moore, pd & nd Doyle Kelso, ce Chuck Paelas, fd	Warren Gore, sd Ann Walters, wd	Cap. UP Ray.
*WOI 1922	640 5,000-D	Iowa State College of Agriculture & Mechanic Arts Iowa State College 2500 Ext. 281		Charles E. Friley, p Richard B. Hull, gm Richard F. Vogl, pd	Neil Mehler, pmm Louie L. Lewis, ce James W. Schwartz, nd	Dale Williams, f & sd Martha Duncan, wd	.... AP, UP RCA
WOI-TV 1950		Iowa State College of Agriculture & Mechanic Arts		(For full information see TELECASTING Yearbook)			
ATLANTIC							
KJAN 1950	1220 250-D	Geo. Basil Anderson Columbus, Nebr.	KBS Biddick	Geo. Basil Anderson, p Melvin Krehbiel, g & cm, & pd	Robert Falk, ce Gerald Bryan, nd	H. A. Preston, sd	SES., Wld. AP G

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XUM

FOR TERRE HAUTE

REACHES OVER 300,000

Annual Retail Sales $112,968,000

HIGHEST RATINGS

1000 WATTS 1480 KC

REP. BY BOLLING
New York Chicago Hollywood

Your Best Medium . . .
in a Rich, Growing and Isolated Market!

Yes, WTHI reaches a rich Wabash Valley market that is far in excess of the 1950 Terre Haute population figures. And the steady growth of retail sales, both in units sold and dollar value, reflects the market increase. The new industrial building, now in progress, is creating a healthy sizable increase in the number of area production workers, and the yearly buying power by many millions of dollars! This, in itself, is destined to create for Terre Haute an economic "boom". And this market is isolated, by from 70 to 175 miles, from the nearest major trading centers. CBS and top-flight local programming plus constant and vigorous promotion make WTHI your best buy in this fine market.

WTHI is owned and operated by Terre Haute people for the benefit and entertainment of Terre Haute and Wabash Valley residents. More and more, WTHI is known and respected as "The Family Station."

WTHI
CBS

TERRE HAUTE, INDIANA

1480 AM 99.9 FM

With Terre Haute's Interest

IOWA (Continued)

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BOONE							
*KFGQ 1927	1260 250-D	Boone Biblical College Boone					
KFGQ-FM *1950*	*Ch. 237 (A)* *99.3mc* *0.31kw*						
KWBG 1950	1590 1,000-LS 500-N DA	Boone Bcstg. Co. 609 Boone Natl. Bldg. 1590	LBS	Harold L. Fisher, p Stuart N. Sanders, g & cm	George Merker, asst. m Daniel Garretson, ce (Mrs.) Signe Shaler, nd	Don Reed, sd Betty Hubbard, wd	St. AP, INS GE
BURLINGTON							
KBUR 1941	1490 250	Burlington Bcstg. Co. Natl. Bank Bldg. 680	ABC Taylor	G. B. McDermott, p & gm David H. Steinle, c & pmm	Richard Mosena, pd & nd John Gallino, ce	Morris Johnson, f & sd Ellyn Mack, wd	St. UP WH
KBUR-FM *1947*	*Ch. 225 (A)* *92.9mc* *52kw*	*Burlington Bcstg. Co.* *Roosevelt Ave.* *6860*					
CARROLL							
KCIM 1950	1380 1,000 DA-2	Carroll Bcstg. Co. 520 N. Adams St. 1380	LBS Tall Corn Pearson	C. Everett Bliss, o & gm Bill Parker, pd & nd	Eugene Reiff, ce	Dale Barton, f & sd	L-W UP RCA
CEDAR RAPIDS							
KCRG 1947	1600 5,000 DA-N	The Gazette Co. 104 First St., S.W. 4-4194	MBS Burn-Smith	J. F. Hladky Jr., vp & secy. Fred W. Wagenvoord, g & cm	Kenneth M. Calwell, ce Edna A. Herbst, prom. & publ. d & wd	Dick Yoakam, nd Bob Brooks, sd Rex Conn, fd	St. AP, INS Col.
KCRK(FM) *1947*	*Ch. 245 (B)* *96.9mc* *50kw*						
KWCR 1949	1450 250	Cedar Rapids Bcstg. Corp. 211 First St., S.W. 3-8265	LBS Tall Corn Pearson	William J. Barron, p John F. Hanssen, g & cm Ralph Willy, pd	James Dickens, ce Truman Walrod, nd	Tom Murphy, sd Wanda Montz, wd	.... UP Col.
WMT 1922	600 5,000 DA-N	American Bcstg. Stations, Inc. Paramount Theatre Bldg. 6127	CBS Katz	(Mrs.) Helen S. Mark, co-o Wm. B. Dolph, co-o & evp Wm. B. Quarton, gm Lew Van Nostrand, cm	Douglas B. Grant, prog. m Leo F. Cole, pmm George P. Hixenbaugh, ce	Dick Cheverton, nd Chuck Worcester, fd Tait Cummins, sd Jo McEwen, wd	L-W, Thes. AP, UP, INS RCA
CENTERVILLE							
KCOG 1949	1400 100	Centerville Bcstg. Co. 1910 S. Main 131	McGillvra	R. K. Beck, p A. M. Farber, gm	Margaret Ashby, pd Arlene Parcel, secy.	R. K. Reimers, ce	L-W UP RCA
CHARLES CITY							
KCHA 1949	1580 250-D	Inland Bcstg. Corp. 100½ Main St. 787	KBS McGillvra	Charles E. Wright, g & pmm Vern Harvey, cm	Doris LaBounty, pd Loren Koesling, ce Vern Bromberg, n & sd	John Burton, fd Dorothy McFarland, wd	Wld. UP Col.

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FIVE birds with ONE stone

one station WOC

5 CITIES Davenport and Bettendorf in Iowa
Rock Island, Moline, East Moline in Illinois

PLUS . . . a RICH RURAL AREA

What big rich birds they are!

In their five nests are 180,110 people — and these people have an effective buying income of $1,707 per person — ranging from the big nest at Davenport where effective buying income is an eagle-sized $1,868 per capita — to East Moline with its whooping $1,470 per capita. That per capita average of $1,707 is $396 per person — or 30.2% — above the national per capita average of $1,311.

The direct shot to these five birds is WOC. This oldest station west of the Mississippi delivers a BMB audience of 94% daytime and 91% nighttime on the Davenport-Bettendorf side of the river — a BMB audience of 78% daytime and 81% nighttime on the East Moline, Moline and Rock Island side.

And these five big rich birds are just part of WOC's seven-county coverage. Get the facts from your nearest Free & Peters man.

Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

Col. B. J. Palmer, President
Ernest Sanders, Manager
BASIC NBC AFFILIATE
DAVENPORT, IOWA

WOC AM-FM-TV

WOC-AM 5,000 W. 1420 Kc.
WOC-FM 47 Kw. 103.7 Mc.
WOC-TV Channel 5. 22.9 Kw. Video, 12.5 Kw. Audio.

XUM

CLINTON

KROS 1941	1340 250	Clinton Bcstg. Corp. 246 Fifth Ave., S. 448	MBS Tall Corn Pearson	W. S. Jacobsen, p Bernard M. Jacobsen, gm Darline Gordon, cm	Jack Thomsen, pd & fd Gerald A. Parker, ce Lee White, nd	Henry Dihlmann, sd Gwen Johnson, wd	Thes. UP Col.
KROS-FM *1948*	*Ch. 242 (B)* *96.1mc* *13kw*						.... *RCA*

COUNCIL BLUFFS

KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. P. O. Box 509 4041		Robert R. O'Brien, p Robert H. O'Brien, g & cm	Harold Hughes, pd C. W. McManamy, fd	(Mrs.) Iva Smith, wd	Assoc., L-W, Thes. AP Col.
KSWI-FM *1947*	*Ch. 241 (B)* *96.1mc* *9.3kw*						.... *GE*

CRESTON

KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Creston 55	Tall Corn Pearson	Arthur Horning, p E. M. Horning, g & cm Dorothy Lindley, pd & wd	Gretchen Thomas, pmm Floyd George, ce	Bob Parker, n & fd Dutch Horning, sd	Assoc. AP Ray.

DAVENPORT

KSTT 1946	1170 1,000 DA-2	Davenport Bcstg. Co., Inc. 324 Main St. 6-2541	MBS, LBS Tall Corn Pearson	Hugh R. Norman, p & gm Neil Conklin, cm Lois Snively, natl. adv. m & wd	Warren Anderson, pdm & fd I. F. Whalen, pmm	A. M. McGregor, ce Mark Fidler, nd Milo Hamilton, sd	Mac., Cole UP Col
WOC 1922	1420 5,000 DA-2	Tri-City Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp	Wm. D. Wagner, secy. Ernest Sanders, m Mark Wodlinger, slm	Chas. Freburg, pd Fred A. Reed, sls. pmm Paul Arvidson, ce	L-W, Thes. UP Col.
WOC-FM *1948*	*Ch. 279 (B)* *103.7mc* *47kw*						.... *RCA*
WOC-TV 1949		Central Bcstg. Co. 1002 Brady St.		(For full information see TELECASTING Yearbook)			

DECORAH

KDEC 1947	1240 250	Scenic Bcstg. Co., Inc. State Rd. 1240	MBS Tall Corn Pearson	Vern Koenig, p, co-m & pd	Kenneth Bjerke, co-m, cm & sd Curtis Eittreim, ce	Harriett Erdmann, wd Ray Marshall, n & fd	Assoc. AP RCA
*KWLC 1926	1240 250	Luther College Decorah 687		Lee Eitzen, gm & pd	Oliver Eittreim, ce		SES. .... RCA

DES MOINES

KCBC 1946	1390 1,000 DA-1	Majestic Bcstg. Co. 2323 Grand Ave. 43151	Forjoe	Karl Peters, p Rollo H. Bergeson, gm	Robert S. Brown, ce	John Goslin, nd	.... AP Ray.
KCBC-FM *1949*	*Ch. 231 (B)* *94.1mc* *5kw*			*Claire Grant, cm*			*Wld.* .... *GE*
KIOA 1947	940 10,000-LS 5,000-N DA-2	Independent Bcstg. Co. Tenth & Mulberry 2-9191	MBS	Ralph L. Atlass, p Marvin L. Rosene, gm James L. Kelehan, cm	Lee Harris, pd Janice R. Hull, pmm Lloyd R. Amoo, ce R. J. Nash, nd	Don Ames, fd Bob Elston, sd Betty Wells, wd	.... UP, INS ....
KRNT 1935	1350 5,000 DA-N	Cowles Bcstg. Co. 715 Locust St. 3-2111	CBS Katz	Gardner Cowles, p Robert Dillon, sm Paul Elliott, cm	Richard Covey, pd Joe Hudgens, pmm Charles Quentin, ce	Russ Van Dyke, nd Al Coupee, sd	St., Assoc. AP, UP RCA
KRNT-FM *1951*	*Ch. 283 (B)* *104.5mc* *50kw*						.... *WH*
KSO 1944	1460 5,000 DA-N	Murphy Bcstg. Co. 800 Farm Bureau Bldg. 3-0571	ABC Petry	Kingsley H. Murphy, p S. H. McGovern, vp, g & cm	Bill C. Baldwin, pd F. E. Bartlett, ce	Donald McGibeny, nd Gene Shumate, sd	Cap. AP RCA
KSO-FM *1944*	*Ch. 247 (B)* *97.3mc* *15.5kw*						
KWDM 1951	1150 1,000 DA-2	Des Moines Bcstg. Corp. 407 5th Ave. 2-8363	LBS	George W. Webber, p & cm Robert L. Webber, gm	Edith D. Webber, pd & wd Werner C. Schwarz, ce	F. H. Booton, nd Ford Roberts, fd Al Triggs, sd Bill Dutcher, mus. d.	Cole, SES., Assoc. UP, INS Ray.

IOWA (Continued)

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DES MOINES (Cont'd)							
WHO **1924**	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Paul A. Loyet, vp & gm	Harold W. Fulton, sm Wm. D. Wagner, secy. Harold Fulton, cm Jack Kerrigan, pd	Reed E. Snyder, ce Wilfred W. Wood, asst. res. m Jack D. Shelley, nd	SES., Thes. AP, UP, INS WH
WHO-FM ***1948***	*Ch. 262 (B)* *100.3mc* *400kw*						
DUBUQUE							
KDTH **1941**	1370 1,000 DA-N	Telegraph Herald 8th & Bluff Sts. 3-7351	MBS Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburgh, cm	Arnie Stierman, pd G. McAleece, pmm, f & sd	R. I. Hancock, ce George Freund, nd M. Shorten, wd	Assoc., Wld. AP Col.
KDTH-FM ***1948***	*Ch. 263 (B)* *100.5mc* *45kw*			*Bert McQuilliam, cm*	*Bern Stierman, pd*		.... *WE*
WKBB **1933**	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC Meeker	James D. Carpenter, evp, gm & sd Harry Hatzenbuehler, loc. cm	Gleason Kistler, pd & fd Vaughn Gayman, asst. m & nd	Robert E. Carpenter, pmm **Francis Barker, ce studio** **Donald Heim, ce trans.**	L-W UP RCA
WDBQ(FM) ***1948***	*Ch. 277 (B)* *103.3mc* *15kw*	*(WKBB, AM Affiliate)*					
FORT DODGE							
KVFD **1939**	1400 250	Northwest Bcstg. Co. 912 First Ave., S. Walnut 3761	MBS Tall Corn McKinney Pearson	Edward Breen, p, g & pmm Max Landes, slm	Lester Person, bus. m Drexel Peterson, pd & fd David Sinclair, ce	Ken Peterson, nd Johnny Green, sd Mary Rankin, wd	L-W UP, INS RCA
KFMY(FM) ***1947***	*Ch. 274 (B)* *102.7mc* *10kw*	*(KVFD, AM Affiliate)*					
FORT MADISON							
KXGI **1948**	1360 500-D	KXGI Inc. Marquette Bldg. 1360	Holman	Wm. E. Walker, p & cm Greg Rouleau, gm	Jack Stephan, pmm Robt. Breeding, ce	Chet Szymczak, nd Laetitia Cook, wd	L-W AP Ray.
IOWA CITY							
KXIC **1948**	800 1,000-D DA	Johnson County Bcstg. Corp. Box 751 8-1181	Rambeau	Gene Clavssen, gm & nd I. F. Duddleson, cm Herb Olson, pd	Elliott Full, ce G. M. Ludwig, fd	Tom Pettit, sd Molly Justen, wd	L-W UP Col.
***WSUI** **1919**	910 5,000 DA-1	State Univ. of Iowa University of Iowa 80511		Carl H. Menzer, d	Richard C. Setterberg, pd	S. J. Ebert, ce	Thes. AP, UP RCA
KEOKUK							
KOKX **1947**	1310 1,000-LS 500-N DA-2	Keokuk Bcstg. Co. 500½ Main St. 235	Meeker	H. W. Stadler, p Harold O. (Hal) Totten, vp, c, & pmm	C. C. Andrews, pd James L. Mott, ce Don Frost, n & fd	Steve Alan, sd Geraldine Rochow, wd	Wld., SES. UP G
KOKX-FM ***1948***	*Ch. 274 (B)* *102.7mc* *3.7kw*						.... *RCA*
MARSHALLTOWN							
KFJB **1923**	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS Tall Corn Pearson	**Paul Norris Jr., secy,** Times Republican Print Co.	William P. White, g & cm Allan Schrock, pd & pmm Herbert Anderson, ce	Bill Billman, nd Dale Smith, sd	Thes. UP RCA
MASON CITY							
KGLO **1937**	1300 5,000 DA-N	Lee Radio Inc. 12½ 2nd St., N.E. 2800	CBS Weed	Lee P. Loomie, p Herbert R. Ohrt, evp H. B. Hook, m & cm Wm. D. Suter, pd	Don Harrer, pmm Walter Rothschild, nat'l slm Roger Sawyer, ce	Chuck Hilton, nd Dick Arnold, fd Bud Suter, sd Jane Hertig, wd	St. AP, UP RCA
KGLO-FM ***1948***	*Ch. 266 (B)* *101.1mc* *16kw*						
KRIB **1948**	1490 250	Mason City Bcstg. Co. 5 2nd St., S.W. 5400	MBS Tall Corn Pearson	**Louis Abbott, George & William Wolf, ptnrs.** Paul E Millen, pd, g & cm	Richard J. Kelley, ce Bob Cavanaugh, nd	Tom O'Connor, sd Mary Jane Anderson, wd	Wld. AP Col.
KSMN **1948**	1010 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5420	LBS	Robert M. Carson, p & gm Norman W. Rice, cm	Boyd Harvey, pd **Hubert J. Marshall, ce**	Charles Ney, nd Reuben A. Hall, fd	Assoc. UP G
MUSCATINE							
KWPC **1947**	860 250-D	Muscatine Bcstg. Co. Mulberry & Houser 860	Tall Corn Pearson	**George J. Volger, g & cm** Don Wooten, pd	Tom Winn, ce Jim Ryan, n & sd	Jack Butcher, fd	Thes., Assoc. UP Col.
KWPC-FM ***1948***	*Ch. 259 (B)* *99.7mc* *9.3kw*						
OELWEIN							
KOEL **1950**	950 500 DA-1	Northeast Iowa Radio Corp. 4½ Charles St. 120		Clem Crahan, p Walt Teich, gm Robert A. Morro, asst. m & pd	Ralph Giese, ce Don Ballinger, nd	Ed Jenkins, fd Bob Morrow, sd	.... UP G
OSHALOOSA							
KBOE **1950**	740 250-D	Oskaloosa Bcstg. Co., Inc. Box 273 301	McGillvra	E. G. Wenrick, p Ken Kilmer, gm	Robert W. Moore, ce Dick Roberts, nd	Roberta Burns, wd	St. AP Col.
OTTUMWA							
KBIZ **1941**	1240 250	KBIZ, Inc. 2513 N. Court 5600	MBS	James J. Conroy, p Alice E. Fisher, cm & nd	Larry Shepard, pd & sd Loyd Hanson, ce	Chuck Fellers, fd Maxine Leidendeker, wd	Wld. AP Col.
RED OAK							
KRAO (CP)	1600 500-D	Red Oak Radio Corp.					

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XUM

WHO

CONTINUES TO BE

IOWA'S BEST MEDIA BUY

WHO is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report No. 2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

Since the BMB report was issued, WHO has completed one of the most modern plants in the U. S. The latest in 50KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage *day and night.*

The 1951 Edition of the famed Iowa Radio Audience Survey shows that Iowa radio-set ownership is at an all-time high—98.9% in 1951, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—50.3% of Iowa's radio homes now have two or more sets, compared to 18.2% in 1940. Sets make today's audience; in Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

Nighttime Listening Up In Spite of Television: Between 5 and 8 p.m., the 1951 Iowa Radio Audience Survey found increased radio listening for *every* quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 Survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

WHO, of course, continues to get the greatest share of Iowa listening. For *complete* information, write today for your complimentary copy of the 1951 Iowa Radio Audience Survey. Or ask Free & Peters!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SHENANDOAH							
KFNF 1924	920 1,000-LS 500-N ST-KUSD	Capital Bcstg. Co. Shenandoah 1302	MBS Pearson	C. J. Abbott, p C. Earl Williams, g & cm	Earl Blakesley, pd Clair Gross, pmm, n & sd	Franz Cherny, ce Doyle Bladon, fd	Wld., SES AP Col.
KMA 1925	960 5,000-DA-N	May Bcstg. Co. Shenandoah 192	ABC Avery-Knodel	Edward W. May, p Owen Saddler, exec. vp & gm Anthony J. Koelker, asst. sm	Howard O. Peterson, vp in chg. of sls. Glenn E. Harris, pd Harold Arkoff, pmm R. J. Schroeder, ce	Don Burrichter, engr. sup. Ralph W. Childs, nd Merrill Langfitt, fd Doris Murphy, wd	Cap. AP, UP RCA
SIOUX CITY							
KCOM 1949	620 1,000 DA-2	KCOM Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628	LBS Tall Corn Pearson	Dietrich Dirks, p & gm Sheldon Singer, cm Eugene Bouchier, pd	Alvin Smith, ce Millord Miller, nd M. D. Burgess, fd	Gene Sherman, co-sd Jack Finlayson, co-sd Kay Connell, wd	.... UP RCA
KSCJ 1927	1360 5,000 DA-N	Perkins Bros. Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene T. Flaherty, g & cm & nd	Elizabeth Simmons, pd & wd Jean Harraday, pmm	Joell Elton, fd Don Stone, sd S. C. Dier, ce	Wld., SES., L-W, Cole AP G
KSCJ-FM *1947*	*Ch. 235 (A)* *94.9mc* *11.6kw*						.... *RCA*
KTRI 1938	1470 5,000 DA-2	Sioux City Bcstg. Co. 212 Commerce Bldg. 8-0165	MBS Taylor	John C. Kelly, p E. J. Huber, cm & pd	Bob Hansen, pd, n & fd Lennon Kelly, pmm	Willard Easterly, ce Ted Moore, sd	Thes. UP RCA
SPENCER							
KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 1240	MBS Tall Corn Pearson	Ben B. Sanders, p & gm Robert L. Bickett, cm	Mason Dixon, n, f, s, & pd T. L. Shumate, pmm	Eldon Kanago, ce	St., Assoc. AP Col.
STORM LAKE							
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Storm Lake 1490		O. J. Grau, p J. I. McCord, g & cm Paul R. Benson, pd	Howard Carlson, ce Budd Duvall, nd	Bob Graham, f & sd Mrs. Jack Watts, wd	Cap., Wld. AP G
KAYL-FM *1950*	*Ch. 268 (B)* *101.5mc* *8.9kw*						
WATERLOO							
KBOK 1946	1090 1,000-D	Waterloo Bcstg. Co. 620½ LaFayette St. 6851	McGillvra	John M. Printup, gm	Vern Weegman, pd	Archie Erickson, ce	
KWWL 1947	1330 5,000-LS 1,000-N DA-2	Black Hawk Bcstg. Co., Inc. Hotel Russell Lamson 4406	MBS Headley-Reed	R. J. McElroy, p & gm Donald E. Inman, cm Warren Mead, pd	Raymond C. Starr, pmm Walton W. Wilson, ce Ed Falk, nd	Robt. Hill, fd Clare Rampton, sd	Cap. AP Col
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC Avery-Knodel	Joe DuMond, p & gm A. J. DuMond, cm Emlyn Owen, pd	Donald E. Kassner, ce Grant Price, nd Dallas McGinnis, fd	Gene Osborn, sd Irene DuMond, wd	SES. INS WH
KXEL-FM *1947*	*Ch. 289* *105.7mc* *17.46kw*						
WEBSTER CITY							
KJFJ 1950	1570 250-D	Land O' Corn Bcstrs. East Highway 20 1500	KBS	Charles V. Warren, p Wayne J. Hatchett, g, c & pmm	G. D. Warland, pd, n & fd John Ingertson, ce	Betty Trowbridge, traffic m & wd George Vest, sd	Thes., Cap. AP WE

KANSAS

ARKANSAS CITY							
KSOK 1947	1280 1,000-D	KSOK Bcstg. Co., Inc. P. O. Box 602 2666		Oscar S. Stauffer, p S. C. Thompson, gm Eldon Archer, cm	George Carroll, pd Edward Hewe, ce	Arlan Young, nd Nancy Watts, wd	L-W AP Ray.
ATCHISON							
KARE 1939	1470 1,000 DA-1	Griffith-Buenning Bcstg. Co. Fifth & Kansas 2477	KBS	Paul H. Buenning, ptnr., g & cm	James M. Griffith, ptnr. & fd Jack Lloyd, pd, nd	Edna Shelley, pmm Claude Kramer, ce Chet Lemon, sd	St. AP WE
COFFEYVILLE							
KGGF 1930	690 10,000-LS 5,000-N DA-2	The Midwest Bcstg. Co., Inc. 8th & Elm 1843	ABC Weed	Richard M. Seaton, p Robert L. Pratt, g & pmm E. B. Spoonamore, cm	J. Sarto Jaminet, ce Keith Upson, nd Joe Cook, fd	Jack Miller, sd Mary Sutocky, wd	Wld. AP WH
COLBY							
KXXX 1947	790 5,000-D	Western Plains Bcstg. Co., Inc. 380 W. 4th St. 790	H-R Reps.	Don Searle, p George Nickson, vp & gm Bill Martin, vp. chg. sls.	Rex Lathen, reg. slm Quintin McCredie, pmm J. L. Lynch, ce	Frank Frost, n & sd Ed Mason, fd Helen Clarke, wd	Thes. UP Col.
DODGE CITY							
KGNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg. 1370	KBS, LBS Hagg	J. C. Denious, p Wendell Elliott, gm Herschel Holland, pd	D. W. Hoisington, ce Gail Hamilton, fd	Pete Barkley, sd Frances Elliott, wd	L-W AP Col.
EMPORIA							
KTSW 1939	1400 250	Emporia Bcstg. Co., Inc. Soden's Grove 153	MBS, KBS	Robert B. Reed, p Max B. Bicknell, gm Lyle Ticknor, cm Bruce Wimer, pd & nd	Chuck Wilson, pmm Everet Thompkins, ce Vic Hiett, secry. G. F. Reed, treas.	Morgan Kramm, fd Kay Melia, sd Lona McNutt, wd	Wld. AP, UP Col.
GARDEN CITY							
KGAR 1949	1050 1,000-D	Ark-Valley Bcstg. Co., Inc. Box 878 3041	Holman	Dale E. Kern, gm Margaret S. Kern, pd E. D. Casey, ce	R. E. Rives, slm Dean Curfman, nd	Gail I. Bank, f & sd Barbara Hanna, wd	Assoc. UP G
KIUL 1935	1240 250	Telegram Pub. Co., Inc. 509½ Main 4581	MBS, KBS	Robert B. Reed, p Robert Wells, gm Doug Hough, cm	Tony Jewell, pd, n & fd, sd	Ann Conard, pmm & wd Gene Conjurske, ce	Wld. AP G
GOODLAND							
KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Hotel Howard 331		Jim Blair, p & gm	Lyle Fick, ce	Clifton Lane, tech. sup.	Cap. UP G

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It all adds up!

WHEN YOU CONSIDER

PROGRAMS
LISTENERS
COST
RESULTS

= KANS

WHAT YOU GET

YOU'LL BUY

KANS

IN WICHITA

5000 W DAY 1000 W NIGHT

NBC SINCE 1936

CALL YOUR
O. L. TAYLOR MAN

KANSAS (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
GREAT BEND							
KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2103 Forest Ave. 4317	NBC Pearson	Helen T. Coogan, p Grover C. Cobb, vp & gm	Sherwood R. Parks, asst. m Ray H. Beals, pd	Bill J. Jarvis, slm & sd Chester A. Wallack, ce James F. Heaton, nd	RCA AP Ray.
HAYS							
KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 1700	KBS, LBS	Frank Motz, p Bob Schmidt, gm & sd Bud Ryan, cm	James Aryes, pd & nd Glen Barnett, ce	Gayle Combest, fd Janie Roth, wd	Cap., Thes. AP RCA
HUTCHINSON							
KWBW 1934	1450 250	Bess Marsh Wyse 427 N. Main 5202	NBC Walker	Bess Marsh Wyse, p, wd Walter V. Turner, gm Jerry Toland, cm	Melvin Haines, prod. m, nd	James Riley, ce Art Rice, sd	Wld. AP Col.
KWBW-FM *1947*	*Ch. 226 (B)* *93.1mc* *1.5kw*						.... *GE*
KWHK 1946	1190 1,000-D (CP) 1260 1,000-LS 500-N DA-2	KWHK Bcstg. Co., Inc. 18 W. 5th 3100	McKinney Griffith	Vern Minor, gm Gren Darling, cm	Malcolm West, pd	M. H. Clary, ce	St. AP G
INDEPENDENCE							
KIND 1947	1010 250-D	Central Bcstg., Inc. Professional Bldg. 1010	KBS	J. Nelson Rupard, p	Les Brecht, pd	James Teats, ce	.... AP GE
JUNCTION CITY							
KJCK 1949	1420 1,000-D	Ralph L. Weir Jr. 724½ N. Washington St. 1477	Kansas Net. Holman	Ralph L. Weir Jr., o, g & cm & ce James Platt, pmm	Arthur Cowan, pd Bernie Hawley, n & sd	Fay Broadwater, wd	.... UP Col.
KANSAS CITY							
KCKN 1925	1340 250	(See Kansas City, Mo.)					
LAWRENCE							
*KFKU 1924	1250 5,000 ST-WREN	U. of Kansas Lawrence 2700, Ext. 382		Franklin D. Murphy, p R. Edwin Browne, d of radio	Mildred Seaman, pd	R. P. Stringham, ce	.... AP RCA
KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. Lawrence 3431		Arden Booth, g & cm Ed Hundley, pd	Gerald Gray, ce	Bette Booth, wd	L-W UP WE
LEAVENWORTH							
KCLO 1948	1410 500-D	Leavenworth Bcstg. Co. 418 Cherokee 3620	Best	Alf M. Landon, p M. L. Gleason, g & cm	Bob Buis, pd & pmm, nd David L. Reed, ce	Frank Smith, sd Francis Johnston, wd	L-W UP Col.
LIBERAL							
KSCB 1948	1270 1,000-D	Seward County Bcstg. Co., Inc. E. 8th St. 3891		Alf M. Landon, p	Leon S. Salathiel, gm Roy Pearce, cm	Larry Filkins, pd Wayne Pash, ce	L-W UP Col.
MANHATTAN							
KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 N. 4th St 4451		Fred A. Seaton, p Ray L. Kozak, gm Bill Friday, cm	Marvin Houtz, pd & sd Herbert Lavin, ce Brandon Chase, nd	John Cates, fd Ann Friday, wd	SES, Thes. AP G
*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan 5661—Ext. 219		James A. McCain, p L. C. Williams, d of ext. L. L. Longsdorf, radio m	Robert D. Hilgendorf, radio, f & sd Paul DeWeese, asst. radio & nd	Bernard Holbert, ce Miriam Dexter, wd	.... AP RCA
McPHERSON							
KNEX 1949	1540 250-D	McPherson Bcstg Co., Inc. Box 186 1540	LBS	Evart Mills, p Hank Dais, gm Vance Archer, cm	Charles Gerber, pd & nd Royce Baerg, pmm & sd	Claude Hughes, ce & fd Betty Donham, wd	SES. AP G
OLATHE							
KPRS 1949	1590 1,000-D	Johnson County Bcstg. Co., Inc. 131 E. Park St. 1200	Continental	W. T. Sutherland Jr., gm	John M. Henry, cm	James M. Wear, pd	Cap
OTTAWA							
KOFO 1949	1220 250-D	Ottawa Bcstg. Co. 20th & S. Main 1045		James N. Jobes, p & gm Thomas F. Ruble, cm	D. W. Coltrane, pd, pmm & ce Herbert M. Jobes, sm	H. M. Jobes, n & fd J. N. Jobes, sd Mary Brook, wd	Cap. UP G
PARSONS							
KLKC 1948	1540 250-D	Community Bcstg. Co., Inc. 1904 Broadway 4050		Clyde M. Reed Jr., p	Rae Drenner, gm & nd	Lawrence Freisner, ce	Assoc., Thes. AP Col.
PITTSBURG							
KOAM 1937	860 10,000-LS 5,000-N DA-N	Pittsburg Bcstg. Co. Inc. P. O. Box 603 2165	NBC Pearson	E. V. Baxter, p R. E. Wade, g & cm, pd	Leo Stafford, ce Lou Martin, nd	G. L. Wade, pmm	Wld. AP WH
KSEK 1946	1340 250	KSEK Bcstg. Co., Inc. Box 610 742	LBS Mo-Kan Cooke	Oscar Stauffer, p Thad M. Sandstrom, gm	Ray Brasch, ce Dev Nelson, pd & sd	John Hendry, nd Marilyn Seymour, wd	Thes. AP GE
SALINA							
KSAL 1937	1150 5,000 DA-N	KSAL Inc. 201 W. Iron Ave. 3701	MBS Pearson	R. J. Laubengayer, p Ray V. Jensen, m	Alfred Thompson, pd Donald Engelhardt, act. ce	A. E. Horner, sd	L-W, St. AP WE
TOPEKA							
KJAY 1949	1440 5,000-LS 1,000-N DA-2	S. H. Patterson 908 Kansas 3-1336	LBS Forjoe	S. H. Patterson, o Norwood J. Patterson, gm	David G. Roberts, sm Allen Franklin, pd & nd	Gale A. Totten, ce & fd Walt Lochman, sd	.... INS G
KTOP 1947	1490 250	Charles B. Axton 214 W. 6th 4-3444	MBS Ra-Tel	Bailey Axton, o & gm Allan Curnutt, cm Jack Warren Ostrode, pd	Marie M. McKinney, asst. m	Willard H. Peterson, ce Merle R. Harmon, sd	Assoc. AP Col.
WIBW 1926	580 5,000 DA-N ST-KSAC	Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS Capper	H. S. Blake, p Ben Ludy, gm Hilton Hodges, cm	Maude Carlson, pd Allan Young, pmm	Lewis Dickensheets, ce Wes Seyler, fd	L-W, St. AP, UP RCA
WREN 1927	1250 5,000 DA-N ST-KFKU	WREN Bcstg. Co., Inc. 411 W. 10th 2-0505	ABC Weed	R. C. Jackman, p Gerald K. Barker, slm Fred L. Conger, bus. m	Carl B. Bliesner, ce & tech. m Max Falkenstien, pd & sd	Frank Jones, n & fd Julie Brooks, wd	Wld. UP WH

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FAST FACTS ABOUT THE KANSAS MARKET

LAST WEEK'S RANGE OF EGG, BUTTER AND ONION PRICES
Chicago Mercantile Exchange Futures
BUTTER—Cents a Pound
Chicago Wholesale Cash Market Trading

it's a FARM market
it's a WIBW market

Farm Prices Rose 4% in Month to Best '50 by 32%
Advance Due Largely to Livestock; Dairy Products, Eggs, Apples Lower
Parity Ratio Advanced 3%

FARM INCOME IS NET INCOME

Kansas farm income per household is $7,737.* This *is spendable income* because Farm Families don't pay rent and they produce most of their own food. Compare the potential buying power of Kansas Farm Families with that of city dwellers who spend the bulk of their income on food and shelter.

The wealth of Kansas comes from the soil. Last year's farm income totaled $996,457,000. Sales messages get best results when they're directed to Farm Families and residents of the many small agricultural communities. These groups make up the *real Kansas market*. And, because they also make up WIBW's audience, they concentrate your sales efforts right at the grass-roots buying level.**

KANSAS FARM INCOME MAKES HEADLINES

Cattle Prices Soar As Receipts Fall Short; Slaughter Steers at Top

Last year, Kansas farmers received $201,023,000 for their cattle.† Today these same farms have 3,627,000† cattle on them being fattened for a fat market.

Placements of Chicks In Major Areas Rise
Shell Eggs Advance

Into the pockets of WIBW listeners last year went $99,545,000 from the sale of poultry and eggs.† With more and more chicks now on farms and enviable prices in view, this year promises a new income record.

OIL

Oil wells are springing up like mushrooms on Kansas farms adding new millions in cash income to bank accounts already bulging after ten consecutive years of huge crops and high prices.

HOGS

Last year WIBW farmers sold $185,559,000 worth of hogs.† With feed plentiful, prices high and a present swine population worth $46,624,000,† the outlook for the current year couldn't be better.

Cash Grain Sales
OFFICIAL CHICAGO BOARD OF TRADE REPORT FOR SATURDAY, FEB. 24, 1951
[CONSIGNED GRAIN]

America's largest wheat producing state, last year's crop brought Kansas farmers $356,120,000.† Their corn crop yielded them $125,804,000.† Expert crop analysts say that everything points to another wonderful crop—the 11th consecutive one for both wheat and corn.

Lamb Price Hits Record

Sheep and wool brought our listeners $11,281,000 last year.† Today's soaring prices will set new income records for this double-profit "crop."

WIBW—FIRST LISTENING CHOICE OF KANSAS FARM FAMILIES

WIBW is the most powerful, personalized selling force you can possibly use to get the lion's share of the huge Kansas Farm Market. *The buyers themselves say so!* Year after year, in independent, door-to-door surveys, farm and small town families all across Kansas vote WIBW the station they "listen to most".* What better choice can you make than the first choice of listeners themselves—WIBW.**

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
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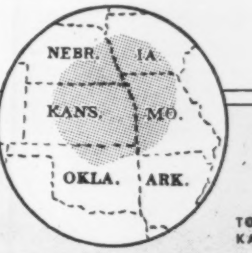
NEBR.
IA.
KANS.
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OKLA.
ARK.

C
B
S
TOPEKA, KANSAS

* Consumer Markets '51-'52
** Sales Management '51
*** Kansas Radio Audience '51
† Estimate

KANSAS (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WICHITA							
KAKE 1947	1240 250	KAKE Bcstg. Co., Inc. 418 W. Douglas 4-9369	MBS Radio Reps.	Jack Todd, gm Martin Bass, cm	Graeme Fletcher, pd & nd Harold Newby, ce	Bill Young, sd	Wld. AP RCA
KANS 1936	1480 5,000-LS 1,000-N DA-2	Taylor Radio & Television Corp. 1015 N. Broadway 4-2387	NBC Taylor	O. L. (Ted) Taylor, p Archie J. Taylor, gm Dudley Tichenor, cm	Vernon Reed, pd & fd Russel L. Lowe, pmm Ted Heithecker, ce	George Gow, nd Dave Wilson, sd Joan Fillingham, wd	Assoc. AP, UP Col.
KFBI 1923	1070 10,000-LS 1,000-N DA-N	KFBI, Inc. 200 E. First 2-1447	ABC Avery-Knodel	Howard Lane, p Hale Bondurant, gm Dale McCoy, cm George Wells, pd	B. J. Price, pmm Kay W. Pyle, ce Bob Gadberry, n & sp. events d	Lester Weatherwax, fd Jack Campbell, sd Marie McDonald, wd	Wld. UP RCA
KFH 1923	1330 5,000 DA-N	The Radio Station KFH Co. KFH Bldg. 2-4491	CBS Petry	John Rigby, p M. M. Murdock, evp Frank V. Webb, gm	Robert S. Hix, cm Thomas P. Bashaw, pd Virgil G. Hinshaw, ce Bob Arthur, nd	Bruce Behymer, fd Hal O'Halloran, sd Ethel Jane King, wd	L-W UP WE
KFH-FM *1948*	*Ch. 262 (B)* *100.3mc* *11kw*						.... *GE*
KWBB 1951	1410 1,000 DA-2	Wichita Beacon Co. Inc. 2829 Salina Ave. 7-1265	LBS Pearson	Louis Levand, p J. Milton Hall, gm Robert Kent, cm	Don Wells, pd & sd Gordon Hittenmark, pmm Ralph McClellan, ce	Hugh Aspinwall, pdm Kerm Trimble, nd Chic Martin, fd	Cap., Thes. AP GE

KENTUCKY

ASHLAND							
WCMI 1935	1340 250	Ashland Bcstg. Co. 120 20th St. 3010	CBS Pearson	Gilmore N. Nunn, p Charles C. Warren, gm	W. R. Martin, asst. gm, pmm & sd Charles C. Warren, cm	George Marshall, pd & nd Clarence Weaver, ce Betty Allen, traffic m, wd	Wld., Thes. UP RCA
WCMI-FM *1948*	*Ch. 229 (B)* *93.7mc* *4.4kw*						.... *WE*
BOWLING GREEN							
WKCT 1947	930 1,000-LS 500-N DA-N	Daily News Bcstg. Co. Box 727 4325	ABC McGillvra	J. Ray Gaines, p Al Temple, gm & nd Houston Griffin, cm	W. Dee Huddleston, pd & sd Audrey Jackson, pmm & wd	Haro Durham, co-engr. Jack Hendricks, co-engr. Clem Cockrel, fd	Thes. UP G
WLBJ 1940	1410 5,000-LS 1,000-N DA-2	Bowling Green Bcstg. Co. Fairview & Lehman Aves. 3212	MBS, KBS Burn-Smith	Ken D. Given, p, gm & nd Robert Proctor, cm Bill Stamps, pd Bill Kuznitsof, pmm	Rondal Miller, ce Georgia Bates, secy.	Joe Hamilton, fd Helen Griffin, wd	Cap. AP G
WLBJ-FM *1948*	*Ch. 266 (B)* *101.1mc* *8.6kw*						.... *GE*
CAMPBELLSVILLE							
WLCK 1951	1450 250	Taylor County Bcstg. Co. P. O. Box 248 380		R. P. Thompson, p Russell F. Honeyman Jr., gm	Custer Ruley, cm Tom Carlisle, pd & nd Reynolds Large, pmm	James B. Crawley, ce Rex Jones, sd Mary Lou Murphey, wd	Cap., L-W., Cole UP G
WTCO 1948	1150 1,000-D	South Central Ky. Bcstg. Co. 203 E. Main St. 250		H. T. Parrott, p James Shacklette, gm	Frank Hayden, cm & sd Harvey Kingsbury, ce	C. V. Bryan, fd	SES., Wld. UP G
CENTRAL CITY							
.... (CP)	1380 500-D	Central City-Greenville Bcstg. Co. c/o L. L. Stone, The Times Argus					
COLUMBIA							
WAIN 1951	1270 1,000-D	Tri-County Bcstg. Corp. Columbia 232		S. C. Bybee, p & gm Lanier Burchett, cm & sd	Rex Osborne, pd & pmm Edwin P. Healy, ce	Oris Gowen, nd Jean Allison, wd	Mac., Thes. UP G
CORBIN							
WCTT 1947	680 1,000 DA-N	Corbin Times-Tribune Kentucky & Monroe Sts. 1071	MBS, KBS	J. Springer Robinson, p John L. Crawford, gm Kenneth Z. Turner, sm & pd	S. G. Hembree, c & pmm Russell Henson, ce	C. R. Austin, asst. ce Archie Wyatt, sd Ruth Mauney, wd	Wld. AP G
COVINGTON							
WZIP 1947	1050 250-D	WZIP, Inc. 6th & Madison Juniper 5300	KBS	Arthur L. Eilerman, p, g & cm	E. C. Toleman, pd, ce & fd Walter R. Rehbaum, n & sd	Carmen G. Eilerman, wd	L-W, Wld. AP RCA
CUMBERLAND							
WCPM 1951	1490 250	Blanfox Radio Co. c/o WHLN, Harlan, Ky.		R. B. Helms, p			
DANVILLE							
WHIR 1947	1230 250	Commonwealth Bcstg. Corp P. O. Box 234 1230	KBS Holman	W. T. Isaac, p & cm David B. Highbaugh, vp, pd, n & fd	Henry C. Lovell, ce	Thomas G. Whitmore, sd	Wld. UP Col.
ELIZABETHTOWN							
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. Box 431 5151	KBS, LBS	Walt Gaines, gm			Assoc., Wld UP Col.
FRANKFORT							
WFKY 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. Ext. 4-8281	MBS Burn-Smith	James F. Cox, p & gm Donald Peltz, ce	Russell Brown, sls. m	Alma LaFontaine, pd	Cap. UP WE
FULTON							
WFUL 1951	1270 1,000-D	Ken-Tenn Bcstg. Corp P. O. Box 482 1270		Dr. R. W. Bushart, p of bd of dir. Jack A. Dill, sm, pd & sd	Tommy Lovelace, cm John Garrett Jr., ce Art Brauner, traffic m	Gene Moore, fd Sue Jewell, wd	.... UP G

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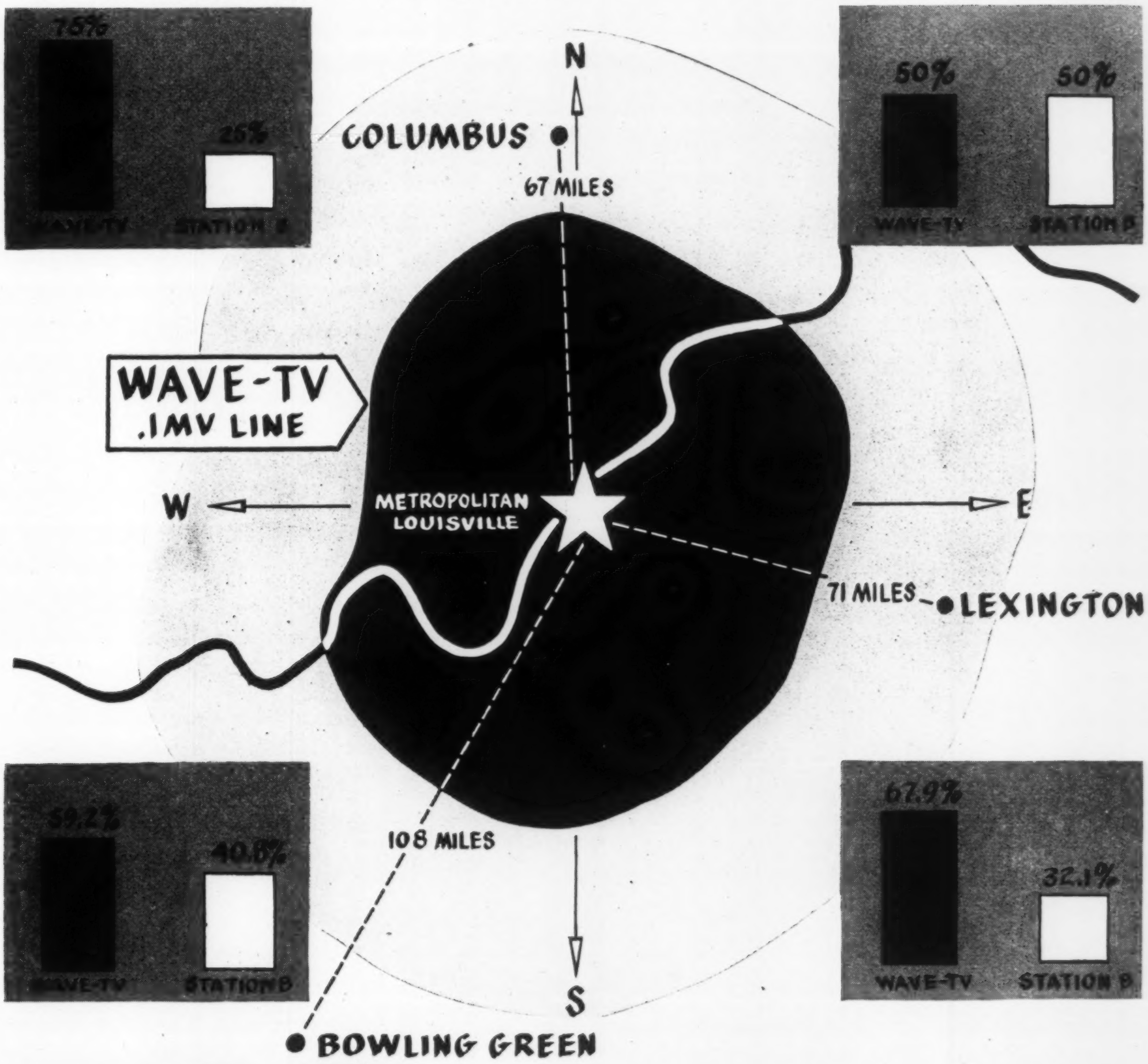
WAVE-TV

FIRST IN COVERAGE!

First in Audience Preference!
First In Kentucky!

63.1% OF FRINGE-AREA RECEIVERS OBTAIN A CLEARER PICTURE FROM WAVE-TV THAN FROM LOUISVILLE'S 2ND STATION!

(Based on scientific, authoritative survey made by Dr. Raymond A. Kemper, Head of the Psychological Services Center, University of Louisville, in 44 towns and cities in WAVE-TV fringe area, November, 1951)


75%
25%
WAVE-TV
STATION B
50%
50%
WAVE-TV
STATION B
N
COLUMBUS
67 MILES
WAVE-TV
.IMV LINE
W
METROPOLITAN
LOUISVILLE
E
71 MILES
LEXINGTON
59.2%
40.8%
WAVE-TV
STATION B
108 MILES
67.9%
32.1%
WAVE-TV
STATION B
S
BOWLING GREEN

WAVE-TV

CHANNEL 5 • NBC, ABC, DUMONT

LOUISVILLE, KY.

Free & Peters, Inc., *Exclusive National Representatives*

KENTUCKY (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
GLASGOW							
WKAY 1946	1490 250	Glasgow Bcstg. Co. Happy Valley Rd. 598	LBS	Gordon E. Brown, p T. Jack Eversole, prog. m & sd	John M. Barrick, cm C. H. Hulse, ce	Louis Ellis, n & fd Donna Walker, wd	Wld. UP WE
HARLAN							
WHLN 1941	1230 250	Blanfox Radio Co., Inc. Harlan 625	MBS, KBS Burn-Smith	R. B. Helms, p & gm J. Francke Fox, vp & ce James T. Morgan, cm & pd	Murray Woroner, pmm & nd O. R. Galliher Jr., secy-treas.	Shirley Phillips, fd Jay Barlow, sd Lois Barthell, wd	Thes. UP G
HAZARD							
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. Main 720	MBS Clark	Fred B. Bullard, p Chas. W. Metcalf, vp, pd pmm & nd	Richard H. Goodlette, secy-treas. & sd Hugh R. Dunbar, cm	James C. French, ce	Wld. AP Col.
HENDERSON							
WSON 1941	860 500-D	Henderson Bcstg. Co., Inc. Zion Road 3923	MBS, KBS Meeker	Hecht S. Lackey, p, gm & nd Ewing Graham, cm	Martin E. Schaeffer, pd Robert M. Cleveland, ce Charlie Blake, sd	Kenneth Walbaum, fd Dorothy McCormick, wd	Wld. UP G
WSON-FM *1946*	*Ch. 258* *99.5mc* *20kw*						.... *Fed.*
HOPKINSVILLE							
WHOP 1940	1230 250	Hopkinsville Bcstg. Co., Inc. Cadiz Road 1025	CBS Meeker	F. E. Lackey, p & gm Katherine Peden, cm John W. Jones, pd & pmm	Raymond Wortham, ce Virginia Cornette, secy-treas.	Tom Covington, n, f & sd	Thes., L-W UP ....
WHOP-FM *1948*	*Ch. 254 (B)* *98.7mc* *8.7kw*						.... *GE*
LEXINGTON							
WKLX 1946	1300 1,000 DA-N	Fayette Bcstg. Co. Campbell House 3-0433	Walker	E. F. Prichard, Sr., p Ted Grizzard, g & cm	Claude Sullivan, pd & sd	Wm. Yount, ce	L-W, St. AP WE
WLAP 1922	630 5,000-LS 1,000-N DA-2	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp & gm Miller Welch, asst. m Henry Allin, pd	Joe DeLong, pmm Henry C. Locklar, tech. sup.	Sue Fenimore, nd J. B. Faulconer, sd Bette Maxwell, wd	Wld. UP WE
WLAP-FM *1950*	*Ch. 233 (B)* *94.5mc* *3.5kw*						
WLEX 1946	1340 250	Central Kentucky Bcstg Co. First National Bank Bldg., P. O. Box 985 3-1975	LBS	J. D. Gay, Jr., p H. G. Bell, bus m & secy-treas.	Joe Eaton, vp Wallace E. Roach, ce		Cap. AP WE
LOUISVILLE							
WAVE 1933	970 5,000 DA-1	WAVE, Inc. 334 E. Broadway Wabash 2201	NBC Free & Peters	George Norton Jr., p Nathan Lord, gm Larell Waltman, cm	Jim Caldwell, pd Cyrus D. Crites, pmm Wilbur Hudson, ce	Hugh Sutton, nd Ed Kalley, sd Ann Hubert, wd	.... AP RCA
WRXW(FM) *1947*	*Ch. 236 (B)* *95.1mc* *16.7kw*	*(WAVE, AM Affiliate)*					
WAVE-TV 1948		WAVE, Inc. 334 E. Broadway		(For full information see TELECASTING Yearbook)			
WGRC 1936	790 5,000-LS 1,000-N DA-2	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS Walker	J. Porter Smith, p & cm Charles L. Harris, vp & gm Ward Hatcher, pd	L. Doc Cassidy, ppm Wickliffe Morrison, ce Jack Donnell, nd	Jerry East, fd Gerald Brown, sd	L-W UP Fed.
WHAS 1922	840 50,000	WHAS, Inc. 6th & Broadway Wabash 2211	CBS Petry	Barry Bingham, p Victor A. Sholis, vp & d Neil Cline, sls. d	Harold C. Fair, pd Richard Hughes, publ. d Orrin W. Towner, tech. d	Dick Oberlin, nd Don Davis, fd Jimmie Finegan, sd	L-W AP WE
WHAS-TV 1950		WHAS, Inc.		(For full information see TELECASTING Yearbook)			
WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	LBS Taylor	Harry McTigue, p & gm Charles A. Schacht Jr., slm	Katherine McCarten, pd H. E. Roberts, pmm Melvin Scarsdale, ce	George Partridge, pdm & nd Jim McIntyre, sd Louise Weiller, wd	Wld. UP Col.
WKLO 1948	1080 5,000-LS 1,000-N DA-2	Mid American Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair	James F. Brownlee, p Joe S. Eaton, g & cm	Russell J. Dirkey, pd D. C. Summerford, ce	Jean Clos, nd Mark Halleck, sd	.... UP WE
WKYW 1947	900 1,000-D	Radio Kentucky, Inc. 431 W. Jefferson St. Clay 4811	Burn-Smith	F. Eugene Sandford, p & treas.	E. E. S. Weldon, vp & sm S. A. Cisler Jr., vp & oper.	Harry Lockhart, pd	Cap, St. AP WE
WLOU 1948	1350 1,000-D	Robert W. Rounsaville 2549 South Third St. Calhoun 3680	Pearson	Robert W. Rounsaville, p & gm	Lee Smith, cm Steve Dawson, ce	Johnny Martin, pd	.... UP ....
MADISONVILLE							
WFMW 1950	730 250-D	Messenger Bcstg. Co., Inc. Box 387 1885	LBS Continental	Edgard Arnold, p & nd H. W. Wells, gm & fd Elmer L. Kelly, cm & sd	Richard T. Harris, pd Evers Mick, ce	Jo Ann Mills, traffic m Helen Oldham, wd	Cap., Wld., St. AP, UP G
WFMW-FM *1949*	*Ch. 230 (B)* *93.9mc* *2.85kw*						.... *RCA*
MAYFIELD							
WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Mayfield Hotel 46	LBS Sears & Ayers	Frank O. Evens, p Wayne Morgan, g, c & pmm	Margaret Dowdy, pd Joseph Hargrove, ce Robert Horton, nd	J. B. Fowler, fd Charlie Scholes, sd Hallie Vandergriff, wd	L-W UP G
WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co., Inc. Box 26 1015		Rev. H. M. Suthard, p Henry Y. Jones, gm & nd	Carl Leigh, cm Otis L. Davis, pd	Carolyn Woods, wd	Cap. AP G
MAYSVILLE							
WFTM 1947	1240 250	Standard Tobacco Co., Inc. 626 Forest Ave. 1401	MBS	Charles P. Clarke, co-o J. M. Finch, Jr., co-o John W. Betts, gm Horace J. Simpson, cm	Gene A. Waters, pd Harvey L. Cross, ce J. Scott True, fd	Earl D. Jones, co-sd Lawrence McGill, co-sd Dorothy S. Wood, wd	St., Wld. UP G
MIDDLESBORO							
WMIK 1948	560 500-D	Cumberland Gap Bcstg. Co. Middlesboro 980	LBS Holman	U. G. Brummelt, p Webster Taylor, gm & pd Mamice K. Henry, c & pmm	Tal England, ce Bud Canamor, n & fd	Bill Boken, sd Halene Green, wd	Cap. AP G

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IN THE WHAS TRADITION...

CBS

WHAS
Louisville, Kentucky

The only radio station
serving and selling
all of the rich Kentuckiana Market

WHAS-TV
Louisville, Kentucky

The Nation's First and
Kentuckiana's Only
50,000 watt television station

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

KENTUCKY (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MURRAY							
WNBS 1948	1340 250	Murray Bcstg. Co., Inc. P. O. Box 548 1340		Ed Griffin, m			Wld. ....
NEWPORT							
WNOP 1948	740 1,000-D-DA	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100	LBS Forjoe	James G. Lang, p Anna Mae Rolfes, gm	R. Doug Nunn, pd & nd Joshua Bortz, ce	Robert N. Weis, sd Rosemary Martin, wd	Wld. UP Ray.
OWENSBORO							
WOMI 1938	1490 250	Owensboro Bcstg. Co. Owensboro 3-1558	MBS Burn-Smith	Lawrence W. Hager, p Marshall Bruner, asst. m, f & sd	Hugh O. Potter, g, c & pmm & nd	Cliffordean Potter, pd & wd Harold I. Peters, ce	L-W AP RCA
WOMI-FM *1948*	*Ch. 223 (B)* *92.5mc* *60kw*			*Hugh O. Potter, ce*			.... *GE*
WVJS 1947	1420 1,000 DA-2	Owensboro On The Air, Inc. 324 Allen St. 3-3521	LBS Rambeau	V. J. Steele, p Malcolm Greep, gm John T. Rutledge, cm	Lawrence W. Adams, pd Leola C. Hayden, pmm Robert Earl Jagoe, ce	Larry Adams, nd Chas. C. Steel, fd Irene May, wd	Wld. UP GE
WVJS-FM *1948*	*Ch. 241 (B)* *96.1mc* *45kw*						
PADUCAH							
WKYB 1946	570 1,000-LS 500-N DA-2	WKYB, Inc. 504 Ky. Ave. 800	MBS Ra-Tel	E. J. Paxton, Jr., p & gm Sam Livington, cm & sd	Joe Knight, pd C. G. Sims, ce	Pat Paxton, wd	Cap. AP RCA
WKYC(FM) *1946*	*Ch. 227 (B)* *93.3mc* *31kw*	*(WKYB, AM Affiliate)*					
WPAD 1930	1450 250	Paducah Bcstg. Co., Inc. Taylor Bldg. 4100	CBS Meeker	Pierce E. Lackey, p W. Prewitt Lackey, gm Ray Mofield, cm, n & sd	Joe Saxon, pd Evelyn Stahl, pmm & wd Linn Wolff, slm	U. C. Morris, ce Jimmy Youngblood, fd	L-W UP G
WPAD-FM *1946*	*Ch. 245 (B)* *96.9mc* *17kw*						.... *Fed.*
PAINTSVILLE							
WSIP 1949	1490 250	W. Howes Meade Meade Bldg. 1196	MBS	W. Howes Meade, p Ted Arnold Silvert, gm Charles Spradlin, cm & sd	John C. Paras, pd James A. Noonan, ce Robert L. Marsh Jr., nd	Bill Barker, fd Dorothy Marsh, wd	.... UP Ray.
PIKEVILLE							
WLSI 1949	900 1,000-D	Cumberland Pub. Co. Pikeville 456		W. J. Ward, p Ken Crosthwait, pd, g, c, & pmm	Guy Ferrell, ce John McGuiness, n, f, & sd	Edna Mae Aders, wd	L-W UP G
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. Peach Orchard Road 1280	MBS, KBS	Clyde Childers Jr., p Edward Damron, g & cm	Mary Jane Petry, pd William J. Hart, Jr., ce	David C. Winslow, nd John B. Naimo, sd	St., SES. AP RCA
PRESTONSBURG							
WPRT (CP)	960 1,000-D	Kentucky Mountain Bcstg. Co.					
PRINCETON							
WPKY 1950	1580 250-D	Princeton Bcstg. Co. U. S. Highway No. 62 2072		Leslie Goodaker, o & gm James H. Johnson, cm	Mrs. Leslie Goodaker, pd	Marvin Mahoney, ce	Cap. AP G
SOMERSET							
WSFC 1947	1240 250	Southeastern Bcstg. Co. Box 526 1240	MBS Colton	W. Howes Meade, p Mike Layman, gm Donald F. Orwin, cm	Edward D. VanHook, pd Ralph F. Denton, ce	Bob Haney, sd Virginia Russell, wd	Wld. UP G
VANCLEVE							
WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve 3	Continental	Dr. Lela G. McConnell, p Wilfred Fisher, g & cm & fd	Violet Person, pd & wd M. E. Picazo, ce	Louis Bouck, nd	Wld. AP Ray.
VERSAILLES							
WVLK 1947	590 1,000 DA-1	Bluegrass Bcstg. Co., Inc. Phoenix Hotel, Lexington 2-7177	MBS Burn-Smith	Garvice D. Kincaid, p Donald J. Horton, gm Lynn E. Knox, cm	O. C. Halyard Jr., pd, pmm & sd Paul Dunbar, ce	Ray Holbrook, nd C. A. McClain, fd (Mrs.) Jane Hart, wd	Thes. AP G

LOUISIANA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Library, News Service Transmitter
ABBEVILLE							
KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P. O. Box 620 90	LBS	George P. Martin, g & cm, ce. & secy-treas.	Ebba Lou Martin, pd & wd		Wld. AP WE
ALEXANDRIA							
KALB 1935	580 5,000-LS 1,000-N DA-N	Alex. Bcstg. Co. Inc. 6th at Washington 32543	ABC Louisiana Weed	Walter H. Allen, p T. B. Lanford, secy-treas. Willard L. Cobb, gm & sls. d Walter Melson, loc. slm	Alexander Marchand, pd Vivian Close, pmm Jesse R. Sexton, ce Nancy Kelley, traffic d Jane Keith, mus. d	Tom Journeay, nd Dave Chapman, fd Marvin Reuben, sd Phyllis Fischer, wd	.... AP UP RCA
KALB-FM *1948*	*Ch. 245 (B)* *96.9mc* *11kw*						

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KSYL 1947	1400 250	KSYL Inc. Bolton Ave., near Highway 71 6611	NBC Everett-McKinney	Milton Fox, p & cm Harold Wheelahan, vp Virgil G. Evans, gm & nd	Bruce Rainey, pd Jack McCall, pmm Thomas Marhefka, ce	Dick Biondi, sd Teresa Raye, wd	L-W AP G
KVOB 1948	970 1,000 DA-N	Central Louisiana Bcstg. Corp. 1710 Jackson St. 2-0481	MBS McGillvra	Ernest Watson, gm			Assoc. AP ....

BASTROP

KTRY 1948	730 250-D	Morehouse Bcstg. Co. Inc. Box 193 1400	KBS LBS Louisiana	Nathan Bolton, p A. R. McCleary, vp Bill Davis, gm G. I. Johnson, cm	Carl Livingston, pd & sd S. E. Eckhardt, ce Mrs. Nathan Bolton, secy.	Mrs. A. R. McCleary, treas. Bettye Beasley, wd	Assoc. St. UP G

BATON ROUGE

WAFB 1948	1460 5,000-LS 1,000-N DA-N	Modern Bcstg. Co. Inc. Guaranty Income Life Bldg. 4-8571	MBS Young	Charles C. Barnard, p Tom E. Gibbens, gm Richard Gregory, cm	John E. Ferguson, pd, n & sd Robert Clegg, pmm	Donald K. Allen, ce Gordon Loudon, fd Florence Polizotto, wd	Thes. AP RCA
WAFB-FM *1948*	*Ch. 282 (B)* *104.3mc* *3kw*						
WIBR 1948	1300 1,000 DA-2	Community Bcstg. Co. P. O. Box 1226 4-9493	LBS Cooke	Owen W. Ware, ptnr. G. T. Owen, ptnr. Robert Earle, g & cm	Scott W. Erwin, pd Robert S. Davison, pmm & slm E. E. Chase, ce	Bernard Zuccaro, nd Bill Hickey, sd	L-W, St. UP Col.
WJBO 1934	1150 5,000 DA-1	Baton Rouge Bcstg. Co. Inc. 444 Florida St. 2-5271	NBC Louisiana Hollingbery	Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles C. Garvey, slm	Ralph H. Sims, pd, f & wd Vernon E. Dudley, ce	Charles P. Manship Jr., secy-treas. Robert H. Scearce, sd & nd, sp. events d	Wld. AP UP RCA
WBRL(FM) *1941*	*Ch. 251 (A)* *98.1mc* *7.6kw*	(WJBO, AM Affiliate)					WE
WLCS 1946	910 1,000	Air Waves Inc. 204 North St. 24411	ABC Rambeau	R. F. Cangelosi, p Earl H. Smith, gm	Lamar Simmons, cm Mark O'Brien, pmm	Ed Van Valkenburg, ce Daisy Lee Boyd, wd	Assoc. AP, INS WE
WLCS-FM *1948*	*Ch. 266 (B)* *101 1mc* *.68kw*						

BOGALUSA

WIKC 1947	1490 250	Enterprise Publishing Co 605 N. Rio Grande St. 1490	MBS Louisiana	Curt Siegelin, gm	John H. Knight, cm		Wld. AP G

CROWLEY

KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	LBS Louisiana McGillvra	Max Thomas, p B. Hillman Bailey Jr., gm Jay Hoffpauir, cm Daniel Rogers, co-pd	Louis Basso, co-pd John L. McConnell, pmm Clovis L. Bailey, ce Mary Grace M. John, traffic m	Alden C. Sonnier, nd Lee Summer, fd Edmond E. Keim, sd Loycia Aguillard, wd	.... AP G

DeRIDDER

KDLA 1950	1010 1,000-D	Sabine Bcstg. Co. Box 46 7600		Cyril W. Reddoch, co-o John B. McCrary, co-o Ralph L. Hooks, cm	Ted Thompson, pd Klien Evans, ce Bill Lynch, nd	Roy Bernett, fd Gwen Samuelson, wd	Mac. UP G

MORE INDUSTRIAL EXPANSION

With the announcement of Esso's $35,000,000 expansion program in Baton Rouge, which will *double* its peak oil producing capacity, the immediate industrial growth planned for WJBO's area will top $125,000,000. Here are the details:

Name of Company	Amount
Esso Standard Oil Company	$38,040,000
Ethyl Corporation	4,041,000
Kaiser Aluminum & Chemical Corp.	22,500,000
Solvay Process Division of Allied Chemical and Dye Corp.	15,000,000
Gulf States Utilities Company	22,580,000
Ideal Cement Company	4,360,000
Naugatuck Chemical Division of U.S. Rubber Co.	2,000,000
Consolidated Chemicals, Inc.	3,500,000
Aromatic Refining Company	12,000,000
Baton Rouge Engineer Dept.	2,500,000
Southern Bell Telephone Co.	1,000,000
Baton Rouge Tin Compress	38,532
	$127,559,532

That's what you like about the South's Baton Rouge

Expand your sales in this expanding area—get on WJBO, the powerhouse station of Baton Rouge!

NBC's 5,000 watt affiliate in Baton Rouge, La.

WJBO
WBRL (FM)

AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.

LOUISIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HAMMOND							
WIHL 1947	730 250-D	WIHL Bcstg. Co. 205 East Thomas St. 960	Louisiana	F. E. Curnutt, mgng. ptnr. & ce	Mrs. F. E. Curnutt, pd & traffic m	J. K. Ferris, cm	.... **AP** ....
HOUMA							
KCIL 1946	1490 250	Charles W. Lamar Jr. P. O. Box 1031 6828	LBS	Charles W. Lamar Jr., o	Frank K. Conwell, gm		Wld. AP ....
JENNINGS							
KJEF 1950	1290 500-D	Jennings Bcstg. Co., Inc. 1521 Lake Arthur Ave. 1155	Louisiana	Max Thomas, p Clovis L. Bailey, gm B. Hillman Bailey Jr., cm Albert W. Viguerie Jr., pd	Edgar E. Barton Jr., ce Vivian M. Smith, traffic d Clarence J. Couvillion, nd	Sawyer White, fd J. W. Townsend, sd Jackie Todd, wd	.... **UP** ....
LAFAYETTE							
KLFY 1950	1420 1,000-LS 500-N DA-N	Camellia Bcstg. Co., Inc Simcoe & Bienville Sts. 8-9494	MBS	Paul H. DeClouet, p Stanley G. Young, gm & nd	J. W. Corcoran, cm John H. Selleck, pd Mildred R. Bland, pmm & wd	William H. Bland, ce Garland Bonin, fd William A. Patton, sd	**Cap.** **UP** **GE**
KVOL 1935	1330 1,000 DA-N	Evangeline Bcstg. Co. P. O. Box 1070 5-6426	NBC Meeker	George H. Thomas, p Evan H. Hughes, m, pmm & nd	Louis P. Pilcher, ce Al Terry, fd	Sid Crocker, sd Evelyn B. Suthoff, wd	**L-W** **AP** Col.
KVOL-FM *1949*	*Ch. 241 (B)* *96.1mc* *15kw*						
LAKE CHARLES							
KLOU 1947	1580 1,000 DA-1	The Pelican Bcstg. Co., Inc. 134 Clarence St. 67277	CBS Louisiana Pearson	Sara M. Anderson, co-o H. Vernon Anderson, co-o John L. Vath, gm	William L. Swanson, cm & nd Sidney H. Morse, pd & sd Annelle H. Bulechek, pmm	C. P. Gilmore, ce Jeb Swanson, traffic d Jerry Barlow, fd J. Moss, wd	.... **AP** ....
KPLC 1935	1470 5,000-LS 1,000-N DA-N	Calcasieu Bcstg. Co. P. O. Box 1521 2713	NBC Weed	T. B. Lanford, p David Wilson, gm P. E. Mills Jr., cm	A. B. Craft Jr., pd, pmm & ce Bob Thompson, nd	Lyman Hellums, fd Joe Keith, sd	**Wld.** **AP, UP** **RCA**
KWSL 1947	1400 250	KWSL, Inc. 1 Mill St. 6-1401	MBS LBS Forjoe	Jules J. Paglin, p Roy K. Rhodes, vp, co-m & pd	Tom Gresham, vp & co-m, cm	Levance Carson, ce Sam Tarleton, sd Billie Trahan, wd	.... **UP** **Ray.**
MINDEN							
KAPK (CP)	1240 100	Parish Bcstg. Corp. Minden 1985		Anita P. Kirsch, p Ven F. Marshall, gm & nd	Joseph Moser, cm Paul E. Crawford, pd, pmm, & sd	Joel E. Wharton, ce	
MONROE							
KLIC 1950	1230 250	Dr. Frank P. Cerniglia 311 Bernhardt Bldg. 3-4616	MBS	Dr. Frank P. Cerniglia, p, g & cm	Lonnie Licata, pd, nd & ce	John Lacy, pmm & sd	**Cap.** **UP** **Col.**
KMLB 1930	1440 5,000-LS 1,000-N DA-N	Liner's Bcstg. Station Inc. Hotel Frances 25		J. C. Liner, o Charles Price, g & cm M. Watson, pd	O. L. Morgan, ce L. Gibbs, pmm & sd	Hand Weller, fd Mary Lee, wd	Wld. UP G
KMFM(FM) *1948*	*Ch. 281 (B)* *104.1mc* *17kw*	(KMLB, AM Affiliate)					
KNOE 1944	1390 5,000 DA-N	James A. Noe Bernhardt Bldg. 8155	NBC Louisiana H-R Reps.	James A. Noe, p Paul H. Goldman, vp, g & pmm	Lloyd Lenard, cm Irving Zeidman, pd, n & sd	Jack Ratliff, ce Pete Linton, fd Beth Breese, wd	**L-W** **AP** **RCA**
NATCHITOCHES							
KWCJ 1947	1450 250	Natchitoches Bcstg. Co. Inc. P. O. Box 232 2353		Dr. William H. Pierson, p	Charles L. Planchard, gm		.... AP ....
NEW IBERIA							
KANE 1946	1240 250	New Iberia Bcstg. Co. P. O. Box 383 965	MBS	George H. Thomas, gm Dierrell Hamm, m A. Hall Allen, cm	Donald Bonin, pd & sd M. E. Case, ce Mark Douglas, nd	Kearney Escagne, fd Ruth Waltrip, wd	.... **AP** **Col.**
KVIM 1951	1570 1,000-D	Queen City Bcstg. Service Box 50 2121	LBS	P. M. Cochran, p Gene Cuny, gm	Johnnie CoCo, cm Hank Bonin, pd	Alice Lee Bourque, pmm Billy Bland, ce	**Assoc.** .... **WE**
NEW ORLEANS							
WBOK 1951	800 1,000-D DA	WBOK Inc. 505 Baronne St. Tulane 5363	Forjoe	Jules J. Paglin, p Stanley W. Ray Jr., vp, g & cm	Edward J. Prendergast, pd Jack Murray, pmm & sd	Bob Sanders, ce Harry O'Connor, n & fd Bertha Simpson, wd	.... **UP** **G**
WDSU 1924	1280 5,000 DA-1	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Blair	Edgar B. Stern Jr., p Robert D. Swezey, gm A. Louis Read, cm William Ellwell, pd	Marion Annenberg, pmm Lindsey Riddle, ce Lester E. Kabacoff, secy-treas.	Gay Batson, nd Mel Leavitt, sd Joyce Smith, wd	**Wld.** **Cap.** **AP** **UP** **RCA**
WDSU-FM *1949*	*Ch. 287 (B)* *105.3mc* *17kw*						.... *GE*
WDSU-TV 1948		WDSU Bcstg. Corp. 520 Royal St.		(For full information see TELECASTING Yearbook)			
WJBW 1926	1230 250	Louise C. Carlson 107 Camp St.	Rambeau	Louise C. Carlson, o & gm Bob Smith, pd	Frank J. Recely, ce Jim Landry, nd	Armand Legendre, sd	**Cap.** **AP** **GE**
WJMR 1946	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356	Indie Sales	Chester F. Owens, p Myron J. Clarke, gm S. A. Chesley Jr., cm	Henry J. Thiele Jr., asst. m William Nevill, ce	Larry Regan, sd Nancy Grey, wd	**L-W** **UP** ....
WRCM(FM) *1946*	*Ch. 246 (B)* *97.1mc* *61kw*	(AM Affiliate WJMR)					
WMRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tuland 4841	Pearson	Lester Kamin, p & mgng. d Mort Silverman, g & cm	Russell E. Offhaus, asst. m & pmm Malcolm R. LaPlace, pd, n & sd	Samuel Perkins, ce Lavra Lane, wd	.... **UP** **Col.**
WNOE 1922	1060 50,000-LS 5,000-N DA-2	James A. Noe St. Charles Hotel Raymond 0423	MBS H-R Reps.	James A. Noe, o James Gordon, p Patt McDonald, vp & gm	B. C. Brown, pd & pmm Ray Boyd, ce Larry Wilson, nd	Jim Steele, sd Marian Phillips, co-wd Mary Jewel, co-wd	**St.** **AP** **RCA**

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Your Gateway to
Greater Sales in
the "Billion Dollar"
New Orleans Market!
WDSU
NBC in NEW ORLEANS

Historic Brulatour Courtyard
Home of W D S U

LOUISIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEW ORLEANS (Cont'd)							
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	NBC Petry	N. L. Carter, p	H. W. Wheelanan, gm		
WSMB-FM *1948*	*Ch. 274 (B)* *102.7mc* *17kw*						
WTIX 1951	1450 250	Royal Bcstg. Corp. Ntl. Bank of Commerce Bldg.					
WTPS 1948	940 1,000-LS 500-N DA-N	The Times-Picayune Pub. Co. 615 North St. Tulane 2411	LBS Branham	L. K. Nicholson, p H. F. Wehrmann, gm	J. R. O'Meallie, cm Louis Grunewald, pdm	G. W. Deblieux, trans. sup.	Assoc. AP WE
WTPS-FM *1947*	*Ch. 239 (B)* *95.7mc* *27kw*						
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. Hotel New Orleans Canal 3421		A. L. Chilton, p Joe A. Oswald, gm	Wm. D. Matthews, asst. m Ken Elliott, pd	Harrison Mondy, ce	
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194	CBS Katz	Rev. T. J. Shields, p W. H. Summerville, gm Larry Baird, cm	Ed Hoerner, pd Ray Liuzza, pmm J. D. Bloom, ce Don Lewis, nd	Flo Shannon, fd Bill Brengle, sd Jill Jackson, wd	St. Thes. AP UP RCA
OPELOUSAS							
KSLO 1947	1230 250	KSLO Bcstg. Co. KSLO Bldg. 2633	MBS KBS Sears & Ayer	W. E. Jones, p & gm E. E. Peyton, cm A. B. Reed Jr., slm	Glen Lee Hunt, pd Freddie J. Herbert, ce	Floyd J. Cormier, n & fd John A. Chauvin, sd	.... UP WE
RUSTON							
KRUS 1947	1490 250	Clarence E. Faulk Jr. 105 E. N. Railroad Ave. 1490	MBS	E. C. Faulk Jr., p Ken Whitaker, gm James Spann, ce			L-W UP Col.
SHREVEPORT							
KCIJ 1950	980 5,000-D	Southland Bcstg. Co. 710 Milam St. 4-6681	LBS	Martin Kirsch Jr., sm	Ven Marshall, sta d		.... UP ....
KENT 1947	1550 1,000-LS 500-N DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Walker	Frank H. Ford, p & gm Frank H. Ford Jr., cm Joe Monroe, pd	Bill Monroe, pmm L. J. Carlson, ce Michael A. Roppolo, nd	Bill Rutledge, fd Al Donaldson, sd	St. AP Ray.
KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Weed	Glenn V. Wilson, m	William L. Switzer, sta d		
KRMD-FM *1951*	*Ch. 266 (B)* *101.1mc* *11.5kw*						
KTBS 1928	710 10,000-LS 5,000-N DA-2	Radio Station KTBS Inc. 312 E. Kings Highway 7-3644	NBC Texas Quality Petry	E. Newton Wray, p & gm Chas. F. Whitesides Jr., loc. slm Dean R. Upson, natl. slm Deane R. Flett, pd	Carol Vinson, pmm C. H. Maddox, ce Ed Cook, trans. sup. Joe Calloway, sd Maurie Wayne, co-n editor	N. L. (Nick) Gearhart, co-n editor Jack Timmons, fd Mildred Tippett, wd	Assoc. AP, UP RCA
KWKH 1925	1130 50,000 DA-N	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS Branham	John D. Ewing, p Henry B. Clay, gm B. G. Robertson, asst. m	Horace Logan, pd James T. Briggs, pmm	W. E. Antony, ce James Van Sickle, nd	L-W AP, UP RCA
KWKH-FM *1948*	*Ch. 233 (B)* *94.5mc* *13.5kw*						.... *WH*

MAINE

AUGUSTA							
WFAU 1946	1340 250	Twin City Bcstg. Co., Inc. 160 Bangor St. 2540	NBC Yankee Borgatti Forjoe	Faust Couture, p Norman G. Gallant, gm Willard Blaisdell, pd	Robert Parker, ce Robert Goldermann, nd Ralph Hunt, fd	Charles Littlefield, sd Catherine Rice, wd	St. AP Ray.
WRDO 1932	1400 250	WRDO, Inc. 175 Water St. 2285	NBC New England Bannan Weed	Adeline B. Rines, p Jack S. Atwood, g & pmm Donald Powers, cm	Leslie Hubley, pd Harold Dinsmore, ce Dan Kelly, nd	Linwood Brofee, fd Wil Whitten, sd Mary Lou Faulkner, wd	Thes. UP RCA

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ABC IN NEW ORLEANS

5000 WATTS

WSMB

1350 KC

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has been serving the South's largest city, plus Southern Louisiana and Mississippi

***Represented by* Edward Petry & Co.**

BANGOR							
WABI 1924	910 5,000 DA-N	Community Bcstg. Service 57 State St. 6446	ABC, MBS I BS Young Kettell-Carter	Horace A. Hildreth, co-o & p Murray Carpenter, co-o, treas., & gm	Lee Gorman Jr., c & pmm Richard Bronson, pd & fd Walter Dickson, ce	Robert Patten, nd George Gonyar, sd	.... AP ....
WGUY 1947	1230 250	Guy Gannett Bcstg. Services Box 732 7354	CBS Avery-Knodel	Guy P. Gannett, p C. E. Gatchell, gm Samuel G. Henderson Jr., m	Clifton E. Reynolds, pd Roger W. Hodgkins, ce	Charles R. Sanford, sd Beth Deane, wd	.... UP GE
WGUY-FM *1947*	*Ch. 226 (A)* *93.1mc* *11kw*						
WLBZ 1926	620 5,000 DA-N	Maine Bcstg. Co. 100 Main St. 6023	NBC New England Weed	Adeline B. Rines, p Edward E. Guernsey, gm Irving S. Hunter, pd	John Wibby, ce William Micnher, nd	Jake Broffee, fd Laurel Clements, wd	.... UP WE
BIDDEFORD							
WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 44566	MBS Yankee Devney	Arthur A. Deters, p, g & cm & ce	Harry D. Dyer, pd Carl Swanson, sd	Chrysoula Drivas, wd	.... UP G
HOULTON							
WABM 1950	1340 250	Aroostook Bcstg. Corp. 1340 North Rd. 2257	MBS Maine Bannan	Harry E. Umphrey, p Harold D. Glidden, gm	Ted Coffin, cm, pd, sm & fd R. W. MacIntosh, ce	Eben Curry, nd Dewey Dewitt, sd Rita Junkins, wd	.... AP RCA
LEWISTON							
WCOU 1938	1240 250	Twin City Bcstg. Co., Inc. 223 Lisbon St. 4-6921	MBS Yankee Forjoe	Faust Couture, p. & treas. John C. Libby, gm & sd Oscar Normand, cm	Herbert Fontaine, pd & pmm Donald Mason, ce	Jack Karmen, nd Harold Alberghini, fd Bernadette Tardif, wd	SES., St. UP RCA
WCOU-FM *1948*	*Ch. 230(B)* *93.9mc* *13.7kw*						.... *WH*
WLAM 1947	1470 5,000 DA-1	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC	Frank S. Hoy, o & gm Elden H. Shute Jr., p	Gerald T. Higgins, c & pmm F. Parker Hoy, pd & nd	Leslie R. Hall, ce Nancy O'Connell, wd	.... AP ....
PORTLAND							
WCSH 1925	970 5,000 DA-N	Congress Square Hotel Co. 157 High St. 2-0181	NBC New England Maine Weed Bannan	Adeline B. Rines, p William H. Rines, gm Albert W. Smith, cm Arthur Owens, pd	Linwood T. Pitman, pmm & asst. m Daniel H. Smith, ce C. Thomas Wade, nd	Linwood H. Brofee, fd J. Donald MacWilliams, sd Agnes Gibbs, wd	Thes. AP, UP RCA
WGAN 1938	560 5,000 DA-N	Guy Gannett Bcstg. Services 390 Congress St. 2-7423	CBS New England Avery-Knodel	Guy P. Gannett, p Roger C. Williams, vp Laurence H. Stubbs, vp	Creighton E. Gatchell, vp, treas. & gm Richard E. Bates, cm	Francis H. Farnum Jr., pd, pmm, & nd Roger W. Hodgkins, ce	.... AP, UP RCA
WPOR 1946	1490 250	Oliver Bcstg. Corp. 477 Congress St. 3-8111	ABC, MBS Yankee McKinney Borgatti	Harold H. Meyer, p & gm William J. Mullen, cm Raymond Mercier, pd Marguerite Phillips, pmm	Harry J. Dowd Jr., office m Fae Marble, traffic m Roger L. Perry, ce	Blake Ellis, nd Ralph Fenno, sd Martha Standish, wd	St. AP GE
PRESQUE ISLE							
WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. 8821	Aroostook Maine	H. E. Unphrey, p H. D. Glidden, gm Forrest Craig, cm	Richard Marchall, pd & nd L. E. Hughes, ce Ted Coffin, fd	Dewey Dewitt, sd Margaret Hanks, wd	.... AP ....
WATERVILLE							
WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC New England Everett-McKenny	Carleton D. Brown, p & gm Harold L. Vigue, cm	Paul Huber, pd & sd Al Martin, pmm & nd	Don Sutherland, ce Marguerite Staples, wd	St. AP RCA

MARYLAND

ANNAPOLIS							
WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500		Morris H. Blum, p & gm	Arthur P. Dietz, ce		.... UP Ray.
WASL 1946	810 250-D	Chesapeake Radio Corp. P. O Box 508 9211		Robert L. Blalock, p & gm Patrick W. Larkin, cm	Muriel E. Blalock, pd & wd Stanley C. Leck, ce	William Earle, n, f, sd	Wld. AP Col.
WNAV 1949	1430 1,000 DA-N	Capital Bcstg. Co. Box 829 2639	LBS McGillvra	Albert H. MacCarthy, p H. Philip Nesbitt, g & cm, ce	Mary Lane, pd	Robert C. Bicker, pmm	Cap. AP GE
WNAV-FM *1948*	*Ch. 256 (B)* *99.1mc* *16.6kw*						.... *WH*

AMERICAN BROADCASTING COMPANY   YANKEE NETWORK   MUTUAL BROADCASTING SYSTEM

Portland's favorite station— ask anyone!

WPOR
PORTLAND, MAINE

REP. EVERETT-McKINNEY, INC.   HAL MEYER, PRESIDENT

MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BALTIMORE							
WAAM(TV) 1948		WAAM Inc. 3725 Malden Ave.		(For full information see TELECASTING Yearbook)			
WBAL 1925	1090 50,000-DA-N	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, p D. L. Provost, vp & gm Leslie H. Peard Jr., sm John Wilner, vp of eng.	Victor F. Campbell, pd William N. Rock, pm J. M. Kennedy, loc. slm. Arnold Wilkes, d of pub. affairs & edu.	Tom White, news & publ. m William Bareham, ce Mollie Martin, wd	Assoc. AP, INS WH
WBAL-TV 1948		Hearst Radio, Inc. 2610 N. Charles St.		(For full information see TELECASTING Yearbook)			
WBMD 1947	750 1,000-D	Key Bcstg. Corp. 879 Park Ave. Mulberry 7095	McGillvra	George E. Hull, p H. Shelton Earp Jr., g & cm	Tom O'Connor, pd, nd Russell H. Morgan, ce	Vincent T. Bagli, sd Polly Dorsey, wd	.... AP RCA
WCAO 1922	600 5,000 DA-1	The Monumental Radio Co. 1102 N. Charles St. Mulberry 0600	CBS Raymer	L. Waters Milbourne, p & gm	Robert M. Richmond, asst. m of natl. sls & prom. George L. Filling, pd	Martin L. Jones, ce Bill Dyer, sd Bettie McCall, wd Wm. Conhurst, nd	Wld. AP WH
WCAO-FM *1948*	*Ch. 274 (B)* *102.7mc* *20kw*						
WCBM 1924	680 10,000-LS 5,000-N DA-2	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 8400	MBS Taylor	John Elmer, p & cm George H. Roeder, gm, pd & nd	G. Porter Houston, ce	W. Greg Halpin, sd	L-W AP, INS RCA
WFBR 1922	1300 5,000 DA-1	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC Blair	Robert S. Maslin, p John E. Surrick, vp & gm J. H. L. Trautfelter, vp & treas.	W. Bert Hanauer, pd Robt. S. Maslin Jr., publ. d & secy. William Q. Ranft, ce	William S. Pirie Jr., d of sls. John M. Alderson, nd Stewart R. Kennard, d of sp. events	Wld. AP, UP RCA
WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	Headley-Reed	Thomas G. Tinsley Jr., p & gm	Robert C. Embry, cm Nedra Berryman, pd	Allen Hedrick, ce	St. AP WE
WITH-FM *1945*	*Ch. 282 (B)* *104.3mc* *20kw*			*James Duff, ce*			
WMAR(TV) 1947		The A. S. Abell Co. Baltimore		(For full information see TELECASTING Yearbook)			
WSID 1947	1010 1,000-D	United Bcstg. Co. of Eastern Md. 109 W. Baltimore St. Saratoga 8250		Richard Eaton, p & nd Albert Lanphear, vp, g & cm	Helen Wherley, pd Will Taylor, pmm & fd	Lee Reckling, ce	
WWIN 1951	1400 250	Belvedere Bcstg. Co. 5740 Reistertown Mohawk 4400	Ra-Tel	Thomas F. McNulty, p & gm	Lenore N. Feldman, pd Bentley Stecher, sls m	Harold A. Kemp, ce Ralph Pennewell, sd	Assoc. AP WE
WWIN-FM *1948*	*Ch. 234 (B)* *94.7mc* *20kw*						.... *WH*
BETHESDA							
WUST 1947	1120 250-D	Broadcast Management Inc. 1343 U St., N.W., Washington, D.C. Hobart 1233	Best	Harold E. Sheffers, p & gm	Carl Robinson, pd	Richard Regan, ce	L-W UP Col.
WUST-FM *1949*	*Ch. 292 (A)* *106.3mc* *0.5kw*						
BRADBURY HEIGHTS							
WBUZ(FM) *1948*	*Ch. 244 (A)* *96.7mc* *0.42kw*	*Chesapeake Bcstg. Co. Inc.* *4421 Southern Ave., S.E.* *Hillside 8796*	*Transit Radio* *H-R Reps.*	*Leslie L. Altman, p & gm*			

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In

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Metropolitan Area, 1st in sales in Md.

IT'S

WSID that gets the bid Baltimore's Favorite Independent

WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

In Baltimore **WSID** has more listeners during the entire afternoon period than ANY TWO STATIONS GIVING HORSE RACE RESULTS.

U
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Hagerstown,

Capital of Western Maryland
2nd in sales in Md.

IT'S WARK-CBS in the area

'Mark WARK' on your list

Auxiliary Studio, Waynesboro, Pa.

Leads any
TWO other stations in
listening audience according to
all surveys available.

For more listeners and more value
Call UBC, 109 W. Baltimore St. Baltimore, Saratoga 8250
or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758

38,000 Square Miles! 496,810 Radio Families!

You Get MORE COVERAGE When You Buy WBAL

Radio Baltimore

50,000 Watts
NBC in Maryland

Nationally Represented by EDWARD PETRY & CO., Inc.

XUM

MARYLAND—(Continued)

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CAMBRIDGE							
WCEM 1947	1240 100	Shore Bcstg. Co. Box 333 1580	MBS	John Downing, p Norman V. Bergholm, g, c & pmm	Edward Brigham, pd & sd Jerrold Merrit, ce	Tom Maguire, nd Betty Robbins, wd	Wld. AP ....
CUMBERLAND							
WCUM 1948	1490 250	Tower Realty Co. Williams Rd., East City Line 5400	CBS Meeker	Karl F. Steinmann, p Malcolm A. Campbell Jr., gm & sd Roy H. Knotts, cm	Robert Barber, pd Eldred Steinmann, pmm W. Paul Clendenning, ce	William Criswell, nd Russ Reynolds, fd Susan Smith, wd	Thes. AP RCA
WCUM-FM *1948*	*Ch. 275 (B)* *102.9mc* *1.3kw*						
WDYK 1949	1230 250	Western Maryland Bcstg. Co. 450 Byrd Ave. 5001	ABC, MBS Radio Reps.	Richard A. Raese, p Dan Hydrick Jr., vp & gm Floyd V. Cozad, cm	James M. Martinson, pd & sd Ed Meyer, pmm & nd	George Sokol Jr., ce Dick Jamison, fd Betty Stair, wd	St. AP Col.
WTBO 1928	1450 250	Maryland Radio Corp. Commercial Bank Bldg. 299	NBC Branham	Charles E. Smith, p & gm Henry J. Guzik, cm & pmm	Michael Hurst, pd & sd John Ridgway, ce Robert Rosamond, nd	M. Virginia Rosenbaum, wd	Wld. UP ....
FREDERICK							
WFMD 1950	930 1,000 DA-N	Monocacy Bcstg. Co. Frederick 1626	CBS	Laurence Leonard, p & co Alan W. Long, gm & cm	Evelyn Leonard, pd	Victor Bankowski, ce	AP RCA
WFMD-FM *1947*	*Ch. 260 (B)* *99.9mc* *2kw*						*Wld.* *AP* *WE*
HAGERSTOWN							
WARK 1946	1490 250	United Bcstg. Co. of Western Md. 128 S. Prospect St 4500	CBS United Radio Reps.	Richard Eaton, p & nd Albert R. Lanphear, vp	Samuel E. Phillips Jr., g & cm Hunter Reams, pd & fd	Lynn Keller, pmm G. Harold Brewer, ce	.... AP ....
WJEJ 1932	1240 250	Hagerstown Bcstg. Co., Inc. Franklin Court 2323	ABC MBS Walker	Grover C. Crilley, p & gm W. H. Paulsgrove, cm & pmm	Robert F. Lesher, pd George W. McIntire, ce Glenn Thomas, n & sd	Dave Allen, fd Marie Whitcraft, wd	L-W AP ....
WJEJ-FM *1947*	*Ch. 284 (B)* *104.7mc* *9.4kw*						.... *GE*
HAVRE DE GRACE							
WASA 1948	1330 1,000-D	Chesapeake Bcstg. Co. P. O. Box 97 800	KBS Schepp-Reiner	Jason T. Pate, p & gm Charles W. Irwin, cm	W. Edwin Baekey, pd & pmm, nd	Charles E. Veazie, ce Anita Lou Baekey, wd	Wld. UP Ray.

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WBOC

ONE OF AMERICA'S FINER RADIO STATIONS

Beautiful **RADIO PARK, SALISBURY, MD.**

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

ELEVEN-COUNTY AREA

Automotive	$60,886,000
Bldg., Hdwe.	33,760,000
Apparel	13,751,000
Eat, Drink	13,187,000
Food	53,022,000
Drugs	4,740,000
Filling Stations	16,558,000
Furniture, Radios	13,373,000
General Mdse.	11,940,000
Other retailing	80,537,000

SHARE OF AUDIENCE

(Monday thru Friday)

10:00 AM-12 Noon	68.7%
12:00-6:00 PM	81.0%
6:00-10:00 PM	77.6%

FM AFFILIATE
WESN
12 KW — 97.5 MC
QUALITY PROGRAMS

POPULATION: 300,100 —— RADIO HOMES: 81,245

John W. Downing, President **Charles J. Truitt, Gen. Mgr.**

NATIONAL REPRESENTATIVES: BURN-SMITH CO., INC.

ROCKVILLE							
WINX 1947	1600 1,000-D	United Bcstg. Co. 259 E. Montgomery Ave. 4357		Richard Eaton, p Albert Lanphies, vp	Richard C. Scheele, gm Arthur A. Snowberger, ed	(Mrs) Phyllis Johnson, pd	Col.
SALISBURY							
WBOC 1940	960 1,000 DA-N	The Peninsula Bcstg. Co Radio Park 6131	MBS Burn-Smith	John W. Downing, p Charles J. Truitt, g, c & pmm	John W. Downing Jr., pd & nd	Jack W. Ward, ce David Bueret, fd Elizabeth Whealton, wd	Wld., L-W AP RCA
WESN(FM) *1947*	*Ch. 248 (B)* *97.5mc* *12kw*	*(WBOC, AM Affiliate)*					
SILVER SPRING							
WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Co. Kemp Mill Rd. Shepherd 1050	Metropolitan Network	John W. Kluge, p Joseph L. Brechner, gm James Crismond, cm	Ernie Tannen, pd J. Robert Herr, traffic m	Arthur McDougall, ce Chuck Dulane, nd	Wld. AP Col.

MASSACHUSETTS

ATTLEBORO							
WARA 1950	1320 1,000 DA-2	Attleboro Radio Assoc. Inc. 8 N. Main St. 8-1320	Bannan	Keith S. Field, gm William A. Dawson Jr., cm	William J. Torpey, nd David P. Mohr, pd Richard Cahlmers, pmm	Kenneth Dolan, ce Jo Sherman, wd	Thes. UP RCA
BOSTON							
WBZ 1921	1030 50,000 DA-1	Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England Free & Peters	Walter Evans, p W. C. Swartley, sm C. M. Meehan, slm Avner Rakov, prog. m	John G. Stilli Jr., adv. & sls pmm W. H. Hauser, ce F. Whitmarsh, nd	Malcolm McCormack, fd Leo Egan, sd Mildred Carlson, wd	Thes. AP, UP WH
WBZ-FM *1942*	*Ch. 225 (B)* *92.9mc* *20kw*						
WBZ-TV 1948		Westinghouse Radio Stations Inc. 1170 Soldiers Field Rd.		(For full information see TELECASTING Yearbook)			
WCOP 1935	1150 5,000 DA-2	Baker, Beaman and Whisnand 485 Boylston St. Copley 7-0123		Roy V. Whisnand, gm A. N. Armstrong Jr., natl. cm	Harry Wheeler, loc. cm Roland C. Hale, ce	Henry W. Lundquist, pd Jack Chase, nd Mildred Bailey, wd	
WCOP-FM *1948*	*Ch. 264 (B)* *100.7mc* *20kw*						
WEEI 1924	590 5,000 DA-1	Columbia Bdcstg. System 182 Tremont St. HUbbard 2-2323	CBS CBS-New England CBS Radio Spot Sales	Frank Stanton, p Harvey J. Struthers, gm Emmett J. Heerdt Jr., cm Raymond G. Girardin, pd Marie H. Houlahan, publ. d	John J. Murray, d of opers Charles B. H. Vaill, pmm Harold A. Dorschug, ce Charles Ashley, nd	Jesse H. Buffum, fd Arthur C. King, sd & pdm	L-W AP, UP GE
WEEI-FM *1948*	*Ch. 277 (B)* *103.3mc* *20kw*						*L-W* *AP, UP* *GE*
WHDH 1926	850 50,000 DA-2	Matheson Radio Co., Inc. 6 St. James Ave. Hancock 6-5500	Blair	Robert Choate, p William B. McGrath, mgng. d Arthur T. Brush, cm	George M. Perkins, pd William E. Shea, pmm Philip K. Baldwin, ce John Day, nd	Joseph Kelly, fd Curt Gowdy, sd Christine Evans, wd	St. AP WH
WHDH-FM *1948*	*Ch. 233 (B)* *94.5mc* *20kw*						.... *WE*
WHEE 1946	1090 1,000-D	WBMS Inc. 35 Court St. Lafayette 3-6100	Forjoe	Jack N. Berkman, p Lambert B. Beeuwkes, g & cm	William Stewart, pd, publ. & pmm Don Snider, ce	Steve James, nd Ken Malden, sd Polly Haddad, wd	.... UP WE
WLAW 1937	600 50,000 DA-1	(See Lawrence, Mass, listing)					
WMEX 1934	1510 5,000 DA-1	The Northern Corp. 70 Brookline Ave. Commonwealth 9300	LBS	William S. Pote, gm Larry Flynn, cm			
WNAC 1922	1260 5,000 DA-N	Thomas S. Lee Enterprises 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Reps.	Linus Travers, evp chg. sales			
WNAC-FM *1948*	*Ch. 253 (B)* *98.5mc* *20kw*						
WNAC-TV 1948		Thomas S. Lee Enterprises 21 Brookline Ave.		(For full information see TELECASTING Yearbook)			
WORL 1950	950 5,000-D	Pilgrim Bdcstg. Co. 92 State St. LAfayette 3-4000	Bolling	Joseph A. Dunn, p Arthur E. Haley, gm & cm	Norman Prescott, pd Robert M. Cabitt, pmm Richard D. Jordan, nd & sd	John W. Parker, ce Claire Crawford, asst. slm	.... AP Ray.
WVOM 1948	1600 5,000 DA-1	The Boston Bdcstg. Corp. 1 Harvard St. Beacon 2-5650	McGillvra	Benjamin Bartzoff, vp & gm	Ken Strong, cm		.... UP ....

The most popular show in Boston

RAY WHITLEY
(8:15 to 11:00 a.m. Monday thru Friday)

Star of Stage, Screen, Television and Radio

Now pulling over 3,000 pieces of mail a week

5,000 watts

WMEX
Boston, Mass.

MEMBER
Liberty Broadcasting System

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BROCKTON							
WBET 1946	990 1,000-D	Enterprise Pub. Co. 60 Main St. 7062	Colton	Charles A. Fuller, gm Earle G. Clement, cm Kenneth G. Dalton, nd	Mark L. MacAdam, tech. d Walter Dunbar, sd	Arthur Jones, fd Freddie Seymour, wd	SES. Thes. AP Col.
WBET-FM *1948*	*Ch. 249 (A)* *97.7mc* *0.8kw*						.... *GE*
CAMBRIDGE							
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Eliot 4-0500		Frank Lyman Jr., p John Thornton, vp Frederic S. Bailey, m	Ed Penney, pd Arthur Richardson, ce Virginia Kenny, traffic m	Ken Elliott, n & sd Evelyn Victor, wd	.... AP Tem.
WXHR(FM) *1947*	*Ch. 245 (B)* *96.9mc* *5kw*	*(WATO, AM Affiliate)*	*Continental*	*John Thornton, g & cm*	*Mary Ann Von Recklinghausen, pd*		
CHICOPEE							
WACE 1946	730 1,000-D	Regional Bdcstg. Co. Hotel Bridgway Springfield 6-1323	North Eastern	David Hayes, p Ralph J. Robinson, evp, g & cm	Charles O'Malley, pd & sd John S. Begley, treas.	H. Richard Glinka, ce	.... AP RCA
FALL RIVER							
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS Walker	George L. Sisson Jr., mgng. d	Nellie F. McCain, bus. m		.... UP
WSAR 1921	1480 5,000 DA-2	Fall River Bdcstg. Co., Inc. Academy Building 7-9477	ABC Headley-Reed Bannan	Melvin Lahr, treas. & gm John Crowley, pmm Bill O'Brien, sd	Neil Sullivan, cm John Pavao, ce	Angus Bailey, pd Joe Welch, nd	L-W UP WH
FITCHBURG							
WEIM 1941	1280 1,000 DA-N	WEIM Fitchburg, Inc. 717 Main St. 3-3766	MBS Yankee Walker	Henry G. Molina Jr., p Al Maffie, sm James Chalmers, cm & sd	David Rodman, pd & pmm	Theodore Kalin, ce Dotty McKittrick, wd	.... AP GE
WFGM 1950	1580 1,000-D	Wachusett Bdcstg. Corp. 455 Main St. 3-4897	Devney Bannan	Ansel E. Gridley, p, gm & cm Donald L. Coleman, ce	John Wrisley, pd & pmm Merlyn Prestes, nd & fd	Duke Savitt, sd Shirley Ostberg, wd	.... INS Ray.
FRAMINGHAM							
WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7409	Kettell-Carter	Richard E. Adams, g & pmm & pd	James H. Shoemaker, cm Francis W. Bartol, ce James Robbins, nd	Lee Emmerich, sd Nancy Anderson, wd	Wld. UP Ray.
GARDNER							
WHOB 1946	1490 250	The Gardner Bcstg. Co. Green St. 1490	Bolling	W. J. Barkley, p W. F. Rust Jr., gm	R. A. Brennan, cm Arthur Vaughn, pd	John LaBonte, ce	.... AP GE
GREENFIELD							
WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee Bannan Walker	John W. Haigis, o & gm Thomas J. Kelly, pmm	Donald A. Tuttle, fd Horace W. Nichols, cm Leland F. Wheeler, ce	Ira L. Hewey, pd & sd Graydon Spragg, nd	Thes., Assoc., Wld. AP Col.
WHAI-FM *1948*	*Ch. 252 (A)* *98.3mc* *1kw*						----------- .... *REL*
HAVERHILL							
WHAV 1947	1490 250	Haverhill Gazette Co. 30 How St. 4-4733	New England Kettell-Carter	John T. Russ, gm Paul A. Hurd, ce	Robert I. Kimel, cm Eilene Kneeland, wd	Kenneth D. Ash, pd & sd	.... AP Ray.

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WEIM

FITCHBURG, MASSACHUSETTS

1000 W. FULLTIME 1280 KC

"The Voice of Central Massachusetts"

MARKET DATA

Population	**430,560**
Radio Families	**109,780**
Retail Sales	**174,341**
Drug Sales	**5,755**
Food Sales	**57,770**

Money values in thousands of dollars. Population figures from U. S. Census 1950. Radio families BMB 1950. Consumer Markets S R & D 1950-1951.

MUTUAL—YANKEE

Represented by THE WALKER COMPANY

ATLANTA • CHICAGO • KANSAS CITY • LOS ANGELES • NEW YORK

KETTEL-CARTER IN BOSTON

HOLYOKE

WHYN 1941	560 1,000 DA-N	Hampden Hampshire Corp. 180 High St. 8238	MBS Yankee Walker Bannan	Charles N. DeRose, gm Patrick J. Montague, cm	John Vondell, pd	A. Paley, chief oper.	L-W UP RCA
WHYN-FM *1948*	*Ch. 216 (B)* *93.1mc* *3.2kw*			*Charles Tamm, chief oper.*			.... *GE*
WREB 1950	930 500-D	Valley Bcstg. Co. 323 High St. Holyoke 2-3296	.... Martin Scheuer	Sigward O. Holmes, p	Francis P. Shea, nd Ruth Mason, wd W. Wallace Robinson, g & cm	Ralph J. Benedict, ce Francis J. Hamel, pd Tom Eaton, sd	Assoc., SES. AP G

LAWRENCE

WCCM 1947	800 1,000-D	The Lawrence Bcstg. Co. 54 Essex St. Lawrence 37171	.... Indie Sales, Inc.	George H. Jaspert, p & gm Ernie Labranche, sd	William Mitten, pmm & nd	Christine Cartwright, wd Nick Caruso, fd	.... AP GE
WLAW 1937	680 50,000 DA-1	Hildreth & Rogers Co. 278 Essex St. Lawrence 4107	ABC Weed & Co.	Irving E. Rogers, p Richard T. Hickox, pd Anne D. Minahan, wd	William A. Riple, gm Fred. A. Sullivan, pmm	Mrs. Nora Kirby, cm George A. Hinckley, ce	Wld. UP WE
WLAW-FM *1947*	*Ch. 229 (B)* *93.7mc* *20kw*						

LOWELL

WCAP 1951	980 1,000-D	Northeast Radio Inc. 243 Central St. 4-0404		Israel Cohen, p & gm Gerald F. Cronin, cm Milton B. Kaye, pd	Joseph S. Danis, asst. pd & nd Theodore Cohen, ce	Catherine Brogan, office m	.... UP Ray.
WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Sq. 8715	MBS Yankee	Gerald Harrison, p Carl S. Wheeler, vp Haskell Bloomberg, cm	Ann Bradford, wd Dana W. Fitzgerald, sm A. G. Micheals, ce	Tom Clayton, pd & sd Fred Simmons, nd R. B. Newton, asst. ce	Assoc. UP WE
WLLH-FM *1948*	*Ch. 258-B* *99.5mc* *12.2kw*						

LYNN

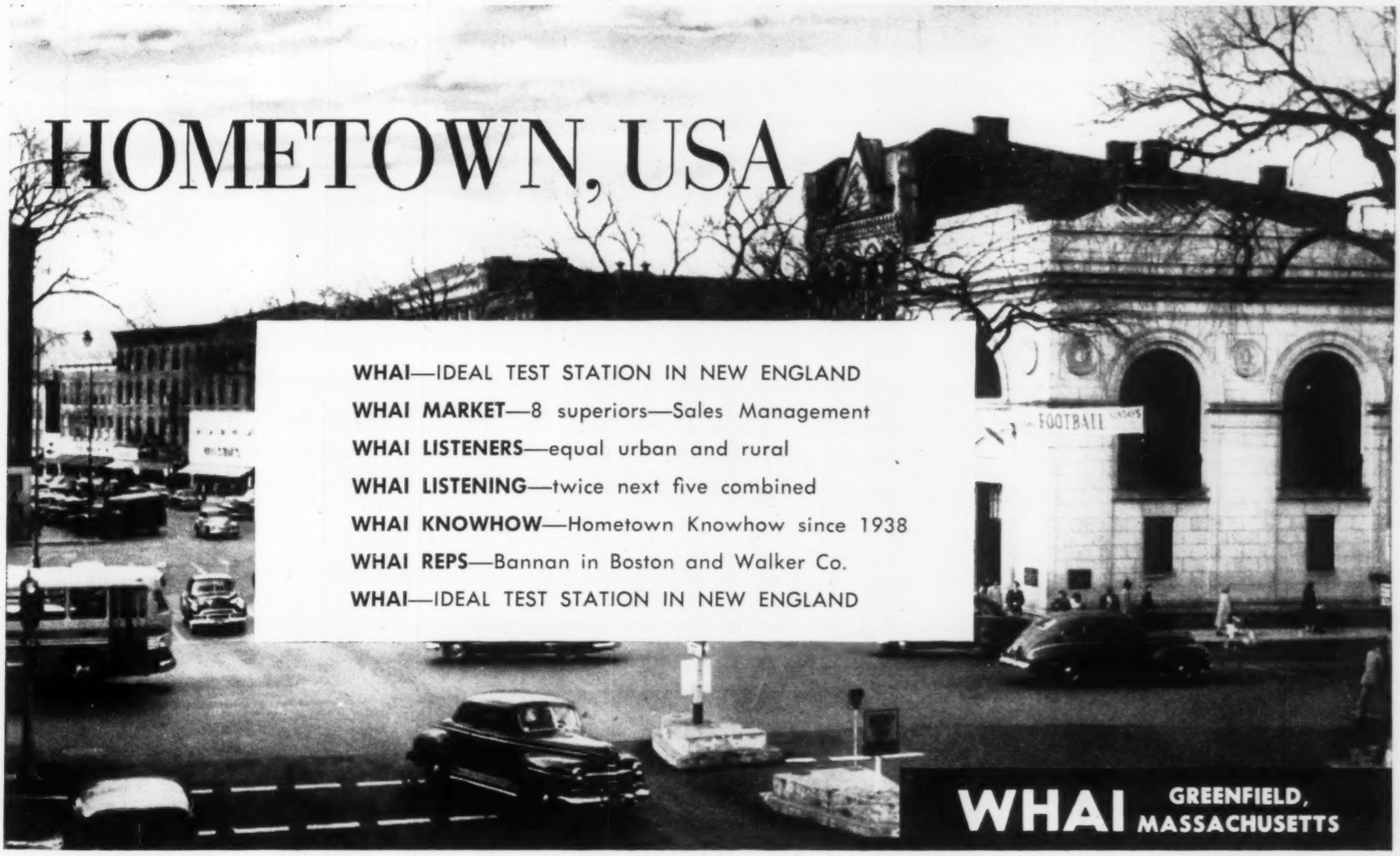
WLYN 1947	1360 1,000-D	Puritan Broadcast Service Inc. 7 Willow St. 5-6200		Theodore Feinstein, p & gm Winslow Bettinson, d of sta. opers.	Leonard Myers, cm John Parker, ce	Dom Cerulli, nd Ruth Hetu, wd	.... UP Col.
WLYN-FM *1948*	*Ch. 288 (A)* *105.5mc* *0.52kw*						

MEDFORD

WHIL (CP)	1540 250-D	Conant Bcstg. Co.					

NEW BEDFORD

WBSM 1949	1230 100	Bay State Bcstg. Co. Pope's Island 3-1767	McGillvra	Joseph P. Duchaine, p Otto F. A. Arnold, gm O. S. Perry, cm	Harold H. Hoover Jr., ce Frank Burgmeier, nd	Edward L. Merritt Jr., pd Harriet Hall, wd	.... UP RCA
WBSM-FM *1949*	*Ch. 247 (B)* *97.3mc* *20kw*						
WNBH 1921	1340 250	E. Anthony & Sons Inc. 432 County St. 8-5228	MBS Yankee Walker Bannan	Basil Brewer, p Paul Perreault, gm Edward Boghosian, pd	James Gleason, sd Z. V. Grobowski, ce Betty Pumilia, wd	David Shurtleff, cm & pmm Robert Sayre, nd	Wld. AP RCA
WFMR(FM) *1946*	*Ch. 251 (B)* *98.1mc* *20kw*						



HOMETOWN, USA

WHAI—IDEAL TEST STATION IN NEW ENGLAND
WHAI MARKET—8 superiors—Sales Management
WHAI LISTENERS—equal urban and rural
WHAI LISTENING—twice next five combined
WHAI KNOWHOW—Hometown Knowhow since 1938
WHAI REPS—Bannan in Boston and Walker Co.
WHAI—IDEAL TEST STATION IN NEW ENGLAND

WHAI GREENFIELD, MASSACHUSETTS

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NORTH ADAMS							
WMNB 1947	1230 250	Northern Berkshire Bcstg. Co. Inc. 466 Curran Highway 1230		J. Gordon Keyworth, p, g & cm Benjamin A. Hubley, pd	Belva C. Keyworth, office m Richard J. O'Brien, com. rep.	William B. Dailey, chief tech. Bernard Bullett, sd	Wld. AP Ray.
WNAW 1949	860 250-D	Courtlandt Nicoll 20 State St. 860		Courtlandt Nicoll, p & gm Richard Woodies, cm Tom Varnum, pd & sd	Blair Wallisor, advisory pd Gerald O'Grady, ce	John Hitchcock, nd Mary Woodies, wd	Assoc. UP RCA
NORTHAMPTON							
WHMP 1950	1400 250	Pioneer Valley Bcstg. Co. 78 Main St. 4275		John H. Williams, p Alexander W. Milne, gm & cm	Harold Schumacher, ce Joseph Fennessey, pd & nd	Peter H. Winn, sd Dorothy Drewsen, wd	St. AP RCA
PITTSFIELD							
WBEC 1947	1490 250	Western Mass. Bcstg. 30 Eagle St. 8292	ABC Kettell-Carter McKinney	Donald B. Miller, p W. Wendell Budrow, g, c & pmm	Robert Hennabery, pd Walton T. Ayer, ce Edward Farrell, nd	Dana Jones, fd Roger O'Gara, sd Alice O'Meara, wd	L-W AP GE
WBEC-FM *1948*	*Ch. 232 (A)* *94.3mc* *1kw*						.... *Ray.*
WBRK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row Pittsfield 2-1553	MBS Yankee Walker	Leon Podolsky, p John T. Parsons, gm Walter Kearsey, cm	Dick Bolander, pd Ted Holmes, pmm Leonard Lavendol, ce Leon Beeler, nd	Miles McCarry, fd Dan Healy, sd Isabel Parker, wd	Assoc. UP WH
QUINCY							
WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. P. O. Box 373 Mayflower 9-1300		James D. Asher, ptnr., pmm & ce	Joseph H. Tobin, ptnr. & pd	William Edward, nd	Wld. AP Col.
SALEM							
WESX 1950	1230 250	North Shore Bcstg. Co. 49 Washington St. 5670		Joseph H. Tobin, p William C. Asher, g, c & pmm	James D. Asher, treas. William Lamprey, compt.	Henry Forbes, pd Ruth Putnam, wd	Wld. UP ....
SPRINGFIELD							
WACE 1946	730 1,000-D	(See Chicopee, Mass. listing)					
WBZA 1924	1030 1,000	Westinghouse Radio Stations Inc. Hotel Kimball 6-8336	NBC New England Free & Peter	Walter Evans, p Walter E. Benoit, vp Edwin R. Bornoff, gen. slm	W. C. Swartley, sm C. M. Meehan, slm Harold E. Randol, ce	John G. Stilli Jr., adv. & sls pmm W. Gordon Swan, prog. m	.... WE
WBZA-FM *1942*	*Ch. 246 (B)* *97.1mc* *20kw*						

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BUY ACE IN SPRINGFIELD!

DOMINANT STATION WITH FIVE YEARS ACCEPTANCE

MUSIC . . . NEWS . . . MAJOR LEAGUE BASEBALL

POWER! RESULTS! LOW COST!

730 KC

1000 WATTS

WACE

NYC & CHICAGO
INDIE SALES INC.

Regional Broadcasting Company
SPRINGFIELD • CHICOPEE • HOLYOKE
MASSACHUSETTS

BOSTON
KETTELL-CARTER

Ace Voice of Western Massachusetts

WJKO 1949	1600 5,000-D	Springfield Bcstg. Co. 137 State St. 2-7487		C. M. Manitsas, gm, s & n & pd	E. G. Hewinson Sr., cm & ce	Mrs. Walter Baacke, wd	.... UP RCA
WJKO-FM *1948*	*Ch. 270 (B)* *101.9mc* *10kw*						
WMAS 1932	1450 250	WMAS Inc. Springfield 7-1414	CBS Petry	Gerald Harrison, p Carl S. Wheeler, vp Robert Donahue, gm	John Michnovez, ce Robert M. Feldman, cm Noah LaMountain, nd	Turner Cooke, pd Paul Peltier, pmm Mae Brown, wd	Assoc. UP WE
WMAS-FM *1947*	*Ch. 234 (B)* *94.7mc* *3.2kw*						
WSPR 1936	1270 1,000 DA-2	WSPR Inc. 63 Chestnut St. 6-2757	ABC Hollingbery Bannan	Alan C. Tindal, p Wayne Henry Latham, pd & nd	Howard S. Keefe, pmm George R. Townsend, ce Kristian Solberg, treas.	Robert L. Jones, sd Dorothea King, wd	L-W AP ....
WSPR-FM *1949*	*Ch. 250 (B)* *97.9mc* *13kw*						.... *RCA*

TAUNTON

WPEP 1949	1570 1,000-D	Silver City Bcstg. Corp. 174 Broadway 4-7528		J. Marshall McGregor, p J. Milton Hammond, gm Joseph G. Quill, sta. m & pd	Ed Stawniak, cm Owen Kelliher, ce	Bob Doyle, nd Ed Litchfield, sd	L-W UP G

WALTHAM

WCRB 1951	1300 1,000-D	Charles River Bcstg. Co. 4 Gordon St. 5-7080	Bannan	Richard C. O'Hare, p Deuel Richardson, gm & pd	Theodore Jones, exec. m James H. Bonney, ce	Martin Tall, nd W. B. Sherman, sd	.... UP Ray.

WARE

WARE 1948	1250 1,000-D	Donald W. Howe Ware 1250	Radio Reps. Borgatti	Donald W. Howe, p, gm & cm Bill O'Neil, nd	Tom Colton, pd & fd Dick Goodwin, sd	Fred Joslin, ce Wanda Giza, wd	Assoc. AP Ray.

WEST SPRINGFIELD

WTXL 1949	1490 250	Telecolor Corp. 34 Sylvan St. 9-4768	Walker Borgatti	Lawrence A. Reilly, p & pmm	James L. Spates, d of opers, pd & ce Holland Cameron, cm	Dick Stedman, sd	Wld. INS G

WEST YARMOUTH

WOCB 1940	1240 250	E. Anthony & Sons Inc. South Sea Ave. Hyannis 502	MBS Walker Bannan	Basil Brewer, p Paul W. Stiles, g & cm	Zig Grobowski, ce Blanche Robinson, wd	Joyce Johnson, pd R. Maxwell-Willeson, nd	Wld. AP RCA
WOCB-FM *1948*	*Ch. 232 (A)* *94.3mc* *1kw*						

WORCESTER

WAAB 1931	1440 5,000 DA-1	The Olin Corp. 34 Mechanic St. 2-5611	ABC McKinney	Bruff W. Olin Jr., p & gm	George J. Kapel, cm Felix Bonvouloir, ce	Donald C. Stevens, pd	St. AP RCA
WGTR(FM) *1949*	*Ch. 256 (B)* *99.1mc* *5kw*	*Thomas S. Lee Enterprises, Inc.* *151 Main St.* *2-5676*	*H-R Reps.*	*William O'Neil, p*	*William R. Sweeney, g & cm*	*Robert A. Reynolds, ce*	.... *REL.*
WNEB 1946	1230 250	New England Bdcstg. Co. Park Bldg. 6-4672	Bolling	John J. Hurley, gm Andrew F. Hickey, nd Paul C. Lytle, bus. m	Edward T. McCann Jr., cm Ken Coleman, sd	Vernon Wilson, ce Jeanne Connelly, wd	.... UP Ray.
WORC 1925	1310 1,000 DA-1	Radio Worcester Inc. 65 Elm St. 5-3101	MBS Yankee Headley-Reed	George Taylor, p Robert Engles, vp	Kenneth B. Murray, gm Arthur Sydney, cm William Pierce III, pd	Dorothy Murray, pmm Harry L. Cohoon Jr., ne	.... AP RCA
WTAG 1924	580 5,000 DA-2	WTAG Inc. 18 Franklin St. 5-4321	CBS Raymer	Robert W. Booth, vp & gm Herbert L. Krueger, sta. m	A. J. Brissette, prog. m & prod. m Andrew C. Fuller, publ. d & pmm	Robert J. Brown, cm E. A. Browning, ce Edward W. Quinn, slp. m & research d	Assoc., Wld. AP RCA
WTAG-FM *1940*	*Ch. 241 (B)* *96.1mc* *10kw*						.... *GE*

MICHIGAN

ADRIAN

WABJ 1946	1500 250-D	James Gerity Jr. Treat Rd. 9000	Holman	James Gerity Jr., p O. Wm. Myers, gm Harley M. West Jr., cm	Larry Payne, pd & nd Elwood Brown, ce Don Dean, fd	Phil Sanford, sd Aileen Lindbert, wd	Cap. UP ....

ALMA

WFYC 1948	1280 1,000-D	WFYC Inc. 408 Gratiot Ave. 95		L. R. Kamperman, p Robert W. Cessna, gm Ray Beckwith, cm	Bob Clayton, pd Stan Heineman, pmm & fd	Harold Frisbee, ce Dave Sommerville, nd Lillian Curtiss, wd	L-W, Wld. UP Ray.

ALPENA

WATZ 1946	1450 250	Midwestern Bcstg. Co. Alpena 1049	MBS KBS Bunyan Holman	Les Biederman, p	Drew McClay, gm	Ole Lund, slm	

ANN ARBOR

WHRV 1947	1600 1,000 DA-1	Huron Valley Bcstrs. Inc. P. O. Box 608 2-4573	ABC Walker	J. F. Hopkins, p Steve Filipiak, gm James H. Hopkins Jr., cm	Cecelia Ward, pd & wd James Allen, ce	Robert Brown, nd Bob Gage, sd	Wld. AP WE
WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Inc. Hutzel Bldg. 2-5517	McGillvra	Arthur E. Greene, p Edward F. Baughn, evp & gm	Kenneth MacDonald, cm Pat Quinn, pd George Stearns, ce	Otis Hardy, nd Howard Heath, fd Robert Ufer, sd	St. AP WE
WPAG-FM *1947*	*Ch. 254 (B)* *98.7mc* *2.2kw*						

BAD AXE

WLEW 1950	1540 250-D	Saginaw Bcstg. Co. Van Dyke Rd. 1010	Headley-Reed	Milton L. Greenebaum, p Jack Parker, vp Clifford Thomas, cm	James Muehlenbeck, resident m & nd	Meredith Koerner, ce Don Cloutier, sd	St. AP ....

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BATTLE CREEK							
WBCK 1948	930 1,000 DA-N	Michigan Bcstg. Co. Security Nat'l Bank Bldg. 3-5555	MBS Burn-Smith	Robert H. Holmes, p & gm F. K. Doyle, cm	E. F. Cahill, pd Wendell A. Crum, ce Robert Merklein, nd	Lyman Kiel, sd Connie Keller, wd	Thes. UP RCA
WELL 1925	1400 250	Federated Publications Inc. Mich. Nat'l Bank 5655	ABC Bolling	D. E. Jayne, gm E. P. Mills Jr., cm	F. F. Owen, pd	Earl J. Stone, ce	L-W, St. AP
WELL-FM *1947*	*Ch. 271 (B)* *102.1mc* *45kw*						*WE*
BAY CITY							
WBCM 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC Hollingbery	Harley D. Peet, p H. A. Giesel, g & cm	Charles E. Anthony, pd Ralph H. Carpenter, ce	Frank J. Walsh, n & sd G. Edward Vallender, fd	Wld. UP WE
WBCM-FM *1946*	*Ch. 241 (B)* *96.1mc* *41kw*						
WGRO 1949	1260 500-D	Griner Dillon Bcstg. 4451 Wheeler Rd. 3-1260	KBS LBS Sears & Ayer	Gail D. Griner, p & gm Edward T. Dillon, cm & pd	Floyd Woody, ce	Virgil O'Dell, sd	.... AP ....
BENTON HARBOR							
WHFB 1947	1060 1,000-D	Palladium Pub. Co. Fairplain Ave. 5-2113	Holman	Stanley R. Banyon, p J. P. Scherer, gm Theodore Vernasco, cm	John Pershing Chase, pd & fd Munson Robinson, ce Ed Backus, nd	Ray Mittan, sd Peg Million, co-wd Virginia Mischke, co-wd	L-W, Thes., Wld. AP RCA
WHFB-FM *1947*	*Ch. 260 (B)* *99.9mc* *9.28kw*						
CADILLAC							
WATT 1945	1240 250	Midwestern Bcstg. Co. Box 219	MBS, KBS Bunyan Holman	Les Biederman, p Art Nyhus, gm	Merritt Chandler, slm Bill Kiker, ce		SES. AP ....
COLDWATER							
WTVB 1949	1590 1,000-D	Twin Valley Bcstrs. Inc. Box 32 1230	KBS, LBS McGillvra	George Hosek, p E. Harold Munn Jr., sm & ce	Frederick G. Hodge, office m Jack E. Douglas, pd	Jack Foglio, n & fd Richard DeFay, sd Dolores Orth, wd	Assoc., Cap., Cole AP G
WTVB-FM *1950*	*Ch. 252 (A)* *98.3mc* *0.77kw*						.... *RCA*
DEARBORN							
WKMH 1946	1310 5,000-LS 1,000-N DA-2	WKMH Inc. 441 Wildwood 4-7181	LBS Headley-Reed	Fred A. Knorr, p & gm George M. Millar, cm Milton Maltz, pd	Jerrold Martin, ce Clare Linn, prod. chief Dale Marr, nd	Terry Washburn, fd Frank Sims, sd	L-W UP, INS RCA
WKMH-FM *1950*	*Ch. 262 (B)* *100.3mc* *7.7kw*						

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WELL
BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

- *26 years of making friends — and sales*
- *Covers retail trading area of 198,299*
- *Affiliated with American Bcstg. Company*

Represented nationally by THE BOLLING CO. ★ **250W • 1400 WELL WELL-FM**

WWJ throws new light
on time-buying in the
DETROIT market . . . .

- **WWJ's** primary coverage area accounts for 67% of Michigan's total retail sales!
- **WWJ's** primary coverage audience has the largest family income of any major market in the USA.
- **WWJ's** 1951 primary area has 331,000 more radio homes than in 1940—207,000 more than in 1946.
- **All-Time high** of 1,262,500 radio homes now in Detroit—728,000 are "radio only" homes!
- **Plus** a bonus audience of 501,900 car radios*—and in Detroit more people depend on day-to-day transportation than in any other major market.
- **WWJ** delivers more Detroit listeners than any other station, 6 P.M. to midnight, Monday through Friday.*
- **WWJ's** average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.
- **25% of WWJ's** clients have been on the station for over 5 years.
- **Radio's highest awards** to WWJ during its 30 years of public service add prestige to your product—lower sales resistance.

For effective, economical sales impact in the great Detroit market, today's WWJ is a "must" buy!

*source: PULSE ratings

WWJ
AM-FM
Basic NBC Affiliate

FIRST IN DETROIT . . . *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

XUM

MICHIGAN—(Continued)

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DETROIT							
CKLW (Windsor, Ont.) 1932	800 50,000 DA-1	Western Ont. Bcstg. Co. Ltd. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. Edward Campeau, p & gm E. Wilson Wardell, cm S. Campbell Ritchie, pd Art Gloster, pmm	William J. Carter, ce W. H. Gatfield, treas. E. M. Saunders, d of pub. rel. M. R. Pratt, traffic d	Val Clare, nd Austin Grant, fd Art Laing, sd Myrtle Labbitt, co-wd Mary Morgan, co-wd	St., Wld. UP, INS RCA
CKLW-FM *1949*	*Ch. 230 (A)* *93.9mc* *0.25kw*						
WCAR 1939	1130 1,000-D CP 50,000-LS 10,000-N DA-2			(See Pontiac Listing)			
WDET(FM) *1949*	*Ch. 270 (B)* *101.9mc* *52kw*	*UAW-CIO Bcstg. Corp. of Michigan* *WDET Radio Pl.* *Vermont 8-3048*		*Mildred M. Jeffrey, g & cm*	*Paul Morris, pd* *Ted Andras, ce*	*Lina Uberti, traffic m*	*Assoc.* *AP* *GE*
WEXL 1926	1340 250			(See Royal Oak Listing)			
WJBK 1928	1490 250	The Fort Industry Co. 500 Temple Temple 3-7900	Katz	George B. Storer, p Richard E. Jones, vp & cm	Richard Fischer, pd Peter Storer, pub svc d Joyce Chapman, pmm	Paul O. Frincke, ce Harry R. Lipson, slm Al Nagle, sd	.... UP, INS RCA
WJBK-FM *1947*	*Ch. 226 (B)* *93.1mc* *30kw*						*WE*
WJBK-TV 1948		The Fort Industry Co. 500 Temple		(For full information see TELECASTING Yearbook)			
WJLB 1926	1400 250	Booth Radio & Television Stations, Inc. 600 Buhl Bldg. Woodward 5-2000	Forjoe	John L. Booth, p & gm Eric V. Hay, cm	George Kendall, pd & nd Edwin E. Nyy, pmm	Edward H. Clark, ce Richard Pavey, sd	Wld. AP WE
WJLB-FM *1941*	*Ch. 250 (B)* *97.9mc* *3.3kw*						
WJR 1927	760 50,000 DA-N	WJR, The Goodwill Sta., Inc. Fisher Bldg. Trinity 5-4440	CBS Petry	John F. Patt, p Worth Kramer, gm Wm. G. Siebert, secy-treas. F. Sibley Moore, asst. tr	George F. Leydorf, vp charge engrg. Elmer O. Wayne, slm Franklin Mitchell, pd James H. Quello, d of pub. rel. & adv.	F. A. McPhillips, sls service mgr. Jack White, nd Marshall Wells, fd Van Patrick, sd Agnes Clark, wd	L-W, Thes. AP, UP, INS WE
WJR-FM *1948*	*Ch. 242 (B)* *96.3mc* *24kw*						

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CKLW
Gives Advertisers the
GREATEST COVERAGE at the LOWEST RATE
of any Major Station in the
DETROIT AREA
50,000 WATTS 800 KC.
Guardian Bldg. Detroit,
Adam J. Young, Jr. Inc. National Rep.
J. E. Campeau President
MUTUAL

millions listen!

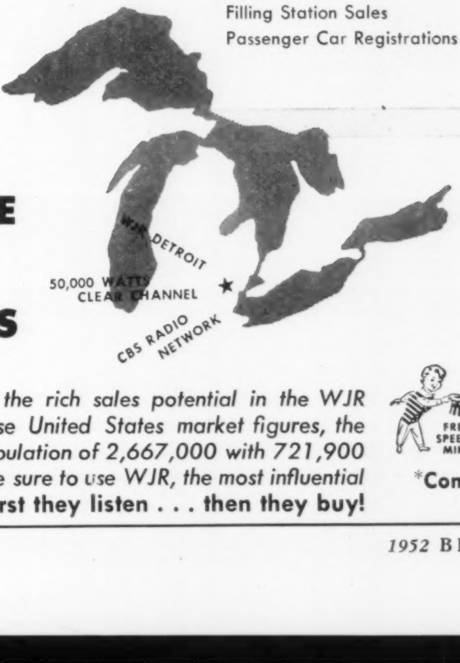
millions buy!

W J R

WJR Market Data*

(WJR Primary Coverage Area in Michigan, Ohio, Indiana, and Pennsylvania)		WJR Share of Total U. S. Market
Population	12,601,300	08.3%
Radio Homes	3,785,540	08.6%
Retail Sales	$13,613,431,000	09.3%
Food Sales	$ 3,266,766,000	09.4%
Drug Sales	$ 464,447,000	10.3%
Filling Station Sales	$ 739,614,000	10.1%
Passenger Car Registrations	4,116,934	10.2%
Greater Detroit Market (Wayne, Macomb and Oakland Counties)		
Population	2,991,200	01.9%
Radio Homes	856,640	01.9%
Retail Sales	$ 3,550,832,000	02.4%
Food Sales	$ 804,135,000	02.3%
Drug Sales	$ 153,060,000	03.4%
Filling Station Sales	$ 174,774,000	02.3%
Passenger Car Registrations	1,007,627	02.5%

the
GREAT VOICE
of the
GREAT LAKES



These statistics offer concrete evidence of the rich sales potential in the WJR primary coverage area. In addition to these United States market figures, the powerful WJR signal covers a Canadian population of 2,667,000 with 721,900 radio homes. To sell in this great market, be sure to use WJR, the most influential radio voice in this area. **Remember . . . first they listen . . . then they buy!**

FREE SPEECH MIKE

WJR Eastern Sales Office: 665 Fifth Ave., New York
Represented nationally by Edward Petry & Company

Radio—America's Greatest Advertising Medium

***Complete coverage and market data booklet available on request.**

MICHIGAN—(Continued)

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DETROIT (Cont'd)							
WKMH 1946	1310 5,000-LS 1,000-N DA-2			(See Dearborn Listing)			
WLDM(FM) *1949*	*Ch. 238 (B)* *95.5mc* *20kw*	*Lincoln Bcstg. Co.* *15401 W. Ten Mile Rd.* *Jordan 4-5835*		*Ellis C. Thompson, g & cm*	*Harold I. Tanner, pd*	*Jerome F. Steadley, ce*	*Assoc., Thes., St., Wld.* .... *REL*
WWJ 1920	950 5,000 DA-N	The Evening News Assoc. 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	William J. Scripps, d of radio Harry Bannister, gm Don DeGroot, m Melvin C. Wissman, gen. prog. m	Jake Albert, pmm Edgar J. Love, gen. engr. m Wendell Parmelee, slm James Eberle, pub. affairs d	Charles Penman, prog. & pdm Tom MacMahon, ne John Merrifield, fe	Thes., L-W AP, UP WE
WWJ-FM *1941*	*Ch. 246 (B)* *97.1mc* *48kw*						.... *REL*
WWJ-TV 1947		The Evening News Assoc. 615 W. Lafayette		(For full information see TELECASTING Yearbook)			
WXYZ 1925	1270 5,000 DA-N	WXYZ, Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC Mich. Radio ABC Spot	James G. Riddell, p Harold Christian, cm Harold L. Neal Jr., asst. slm	J. E. McCarthy, studio sup. William Morgan, adv. & sls. prom. d.	Charles Kotcher, ce Thomas A'Hearne, nd Don Wattrick, sd	St. AP, INS RCA
WXYZ-FM *1948*	*Ch. 266 (B)* *101.1mc* *30kw*						*GE*
WXYZ-TV 1948		WXYZ, Inc. 1700 Mutual Bldg.		(For full information see TELECASTING Yearbook)			
EAST LANSING							
*WKAR 1922	870 5,000-D	Michigan State College East Lansing 8-1511 ext. 488		R. J. Coleman, gm Larry Frymire, pd Norris Grover, ce	J. Kenneth Richards, pdm Don Potter, ne	Bob Shackleton, sd Howard Hass, fe	SES., Thes. AP WE
ESCANABA							
WDBC 1941	680 1,000 DA-2	Delta Bcstg. Co. P. O. Box 419 3190	MBS Walker	George D. Lindenthal, g & cm	Robert E. Wagner, pd, pmm & sd Jack Foster, ce	John Hagerman, nd Edna Wagner, wd	Thes. UP RCA
FLINT							
WAJL(FM) *1949*	*Ch. 296 (A)* *107.1mc* *0.4kw*	*Advertisers Press, Inc.* *573 Mary St.* *8-5341*	H-R Reps.	*Donald Johnson, ptnr.* *Myron Winegarden, ptnr*	*Richard S. Carter, gm* *Lester Hollander, cm*	*Warren Wood, pd* *Francis Bowles, ce*	*Cap.* *UP* *GE*
WBBC 1947	1330 1,000 DA-2	Booth Radio & Television Stations, Inc. 112 W. Water St. 9-8686	MBS Weed	John L. Booth, p W. Eldon Garner, gm Jerry Schroeder, pd	Jim Rush, pmm & nd G. Elwood Ryan, ce	Ed Berryman, sd Maude Stewart Beagle, wd	Wld. AP Col.
WCLC (CP)	1470 1,000 DA-1	Adelaide L. Carrell 1623 Utica Ave. Tulsa, Okla.					

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Don't squint, sir . . .

TAKE A GOOD SECOND LOOK AT DETROIT

We're in Royal Oak—that's closer to Detroit than the boroughs to New York.

We sell coverage in terms of potential sales. Not just "square miles."

In our three primary counties: **Wayne**
Oakland
Macomb
Counties
(WOMC . . . our FM affiliate)

MORE coverage where most retail sales are made $3,550,832,000
MORE coverage where most food sales are made $814,135,000
MORE coverage where most apparel sales are made $279,067,000
MORE coverage where most drug sales are made $153,060,000

WEXL
ROYAL OAK
DETROIT, MICHIGAN

MICHIGAN'S OLDEST INDEPENDENT SERVING 856,640 RADIO HOMES FOR 26 YEARS

Jacob B. Sparks, *Pres. & Gen. Mgr.* • Garnet G. Sparks, *V. P. & Ch. Eng.* • Gordon A. Sparks, *Sec'y-Treas. & Mgr.*

First in Flint

The largest General Motors plant city in the nation . . . that's busy, booming Flint. Total G.M. employment tops 63,000, and in 1950-51 Flint's G.M. employees out-earned and outnumbered those of any other U. S. City including Detroit. Flint is the home of Buick, Fisher Body and A. C. Spark Plug Divisions of General Motors and contains two of the largest Chevrolet plants as well.

And . . . WFDF is FIRST in FLINT . . . first in a GROWING market where 18.5% more people are spending three times more than they did ten years ago . . . first in an ACTIVE market where upwards of $300,000,000 changes hands every year . . . first in a RICH market where wages are 32.4% higher than the national average!

Yes . . . WFDF is FIRST in FLINT . . . first in listeners every hour of the day or night.* Tell your sales story over WFDF and make sure of a share in the rich FLINT market!

** See your latest Hooper*

910 Kilocycles

WFDF

BASIC AMERICAN BROADCASTING COMPANY

FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis —WEOA Evansville

MICHIGAN—(Continued)

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FLINT (Cont'd)							
WFDF 1922	910 1,000 DA-1	Trebit Corp. Mott Foundation Bldg. LI. 2-7158	ABC Katz	Harry M. Bitner Sr., p Lester W. Lindow, gm	Marvin Levey, sls pmm Elmer A. Knopf, pd Frank D. Fallain, ce	Jack Lewin, nd Chuck Bergesen, sd	Cap., Thes., St AP RCA
WMRP 1946	1510 250-D	Methodist Radio Parish, Inc. 573 Mary Street 3-5112	Best	Victor Longfield, p William H. Morford, gm & pd	Homer Blumerich, ce Frank N. Miner, treas.	Ron Teuber, sd	St. UP Tem.
WTAC 1946	600 1,000-LS 500-N-DA-1	Trendle-Campbell Bcstg Co. 740 S. Saginaw Street 2-1136	NBC Raymer	George W. Trendle, p H. Allan Campbell, gm	J. R. McKinley, cm Laurence Arnold, pd Frank Folsom, ce	Robert Flynn, nd Leon S. McNew, sd	L-W UP ....
GAYLORD							
WATC 1950	900 1,000-D	Midwestern Bcstg. Co. Paul Bunyan Bldg. Traverse City Traverse City 2700	Paul Bunyan Holman	Les Biederman, p Mitch Gordon, gm Gerald Crittenden, cm	Ken Haven, pd Wm. Kiker, ce	Bob Durrett, nd Dusty Rhodes, sd	St. AP G
GRAND HAVEN							
WGHN (CP)	1490 250	Grand Haven Bcstg. Co. Grand Haven					
GRAND RAPIDS							
WFRS(FM) *1947*	*Ch. 223 (B)* *92.5mc* *10.5kw*	*Grand Rapids Bcstg. Corp.* *316 Murray Bldg.* *84-222*		*Gerald R. Loop, p & gm* *Robert L. Epstein, secy-treas.*	*Ron Harper, pd*	*H. Ben Winski, ce*	*Assoc.* *UP* *Fed.*
WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 430 Federal Square Bldg. Glendale 6-9541	Best	William Kuiper, p & gm Henry Swierenga, cm Henry Bosch, pd	Jack Timmer, ce (Mrs.) June Hinken, traffic d Gordon Kibby, nd, pub service d	Don Steele, fd & sd Marie Gezon, wd	Assoc. AP Ray.
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette Ave., N. E. 9-4-111	McGillvra	Paul F. Eichhorn, p & gm	R. Thompson Mabie, pd	Richard Groenevelt, ce Joseph Hooker, nd	St. AP WE
WJEF 1945	1230 250	Fetzer Bcstg. Co. Pantlind Hotel Glendale 6-8512	CBS Avery-Knodel	John E. Fetzer, p & gm Carl E. Lee, admin. asst. & ce Martin Giaimo, loc. & cm, pmm	John W. O'Harrow, natl. slm (Kalamazoo) Donald W. Richardson, pd Dr. Willis F. Dunbar, pub. affairs adviser	Carleton W. Collin, fd Robert S. Wellbeloved, sd June Lewis, wd	Thes. AP WE
WJEF-FM *1951*	*Ch. 229 (B)* *93.7mc* *550.0kw*	*Fetzer Bcstg. Co.* *124 W. Michigan Ave.* *Kalamazoo, Mich.* *3-1223*	*Avery-Knodel*				
WLAV 1940	1340 250	Versluis Radio & Television, Inc. 6 Fountain St., N. E. Glendale 6-5461	ABC Pearson	Leonard A. Versluis, p Hy M. Steed, vp, g & cm	Bob Kirby, pd & nd L. A. Versluis Jr., pmm Lee G. Stevens, ce	Gene Peterson, sd Dorothy Franke, wd	St. UP RCA
WLAV-FM *1947*	*Ch. 245 (B)* *96.9mc* *1.75kw*						*Federal*
WOOD 1924	1300 5,000 DA-N	Grandwood Bcstg. Co. Grand Rapids National Bank Bldg. 9-4211	NBC Katz	Harry Bitner Sr., p Willard Schroeder, g & cm Howard J. Silbar, sls svc m	Frank Sisson, pd Dave Hoyle, pmm Robert Wilson, ce Bob Runyon, nd	Dick Henry, fd Bob Smith, sd Gretchen Lee, wd	L-W UP ....
WOOD-TV 1949		Grandwood Bcstg. Co.		(For full information see TELECASTING Yearbook)			
HOLLAND							
WHTC 1948	1450 250	Holland Bcstg. Co. 5 E. 8th St. 9482	Grant	W. A. Butler, p Sandy Meek, g & cm	Robert Nelson, pd George Jackson, pmm John Klungle, ce	Robert S. Greenhoe, sd Jean Hill, wd	L-W, Wld. AP Col.
HOUGHTON							
WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglas House 1	MBS Walker	George L. Burgan, o & ce	Albert W. Payne, gm	Earl Norden, nd	Wld. AP ....
IRON MOUNTAIN							
WMIQ 1947	1450 250	Iron Mountain-Kingsford Bcstg. Co. 211 East Ludington St. 2031	ABC Northern	Frank J. Russell Jr., p W. F. Russell, secy-treas.	Russell J. Staffeld, gm William C. Johnson, cm	Paul F. Anick, ce	Thes. UP G
IRON RIVER							
WIKB 1949	1230 250	WIKB, Inc. Iron River Nat'l. Bank Bldg. 102	MBS, KBS Upper Midwest Walker Lawson	H. H. Frailing, p J. F. Kauper, g & cm	R. E. Sorensen, pd & pmm E. A. Kaari, ce	Ralf Smith, nd & fd Len Johnson, sd	Wld. .... G
IRONWOOD							
WJMS 1931	630 1,000 DA-N	Upper Michigan Wisconsin Bcstg. Co. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p	Donald R. Hoover, gm Laura Johnson, pd	Arne Dahlbacka, ce	Wld. UP Col.
ISHPEMING							
WJPD 1947	1240 250	Ishpeming Bcstg. Co. Jenks Block 1892	KBS Bunyan	James P. Deegan, p, g & cm Paul C. Crowley, pd & sd	Carl B. Tupala, pmm & nd Bernard R. Maloney, ce	Nick Lauri, fd Lois Ruth Holmgren, wd	St. AP Ray.
JACKSON							
WIBM 1927	1450 250	WIBM, Inc. 2511 Kibby Rd. 6121	ABC Forjoe Holman	Herman Radner, p Roy Radner, vp Wm. Cizek, m	Jack Underwood, pd Dar Hollinrake, pmm C. W. Wirtanen, ce	Fred Sackrider, fd Howard Thompson, sd	.... AP RCA
WIBM-FM *1948*	*Ch. 222 (B)* *92.3mc* *16kw*						
WKHM 1951	970 1,000 DA-2	Jackson Bcstg. & TV Corp. 505 Dwight Bldg. 4-6949	MBS, LBS Headley-Reed	Fred A. Knorr, p & gm	Walter Patterson, mgng. d & cm Roland Grambau, ce	Joe Wright, sd	Wld. UP WE
KALAMAZOO							
WGFG 1947	1360 1,000 DA-N	Southwestern Michigan Bcstg. Co. State Theatre Bldg. 4-0111	NBC, ABC H-R Reps.	Harold F. Gross, n	L. Joe Bolles, gm	Warren Anderson, nd	.... UP ....
WKZO 1923	590 5,000 DA-N	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS Avery-Knodel	John E. Fetzer, p & gm Carl E. Lee, admin. asst. & ce John W. O'Harrow, natl. slm & pmm	Harry E. Travis, pd Frank Benesh, nd Dr. Willis F. Dunbar, pub. affairs adviser	Carleton W. Collin, fd Leonard Colby, sd Joanna Standish, wd	Thes. AP RCA
WKZO-TV 1950		Fetzer Bcstg. Co. 124 W. Michigan Ave.		(For full information see TELECASTING Yearbook)			

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YOU MIGHT FLY NON-STOP AROUND THE WORLD*—

BUT . . .

YOU NEED THE FETZER STATIONS TO REALLY BOMBARD WESTERN MICHIGAN!

WKZO-WJEF and WKZO-TV are the best radio and television buys in Western Michigan, *and here's the proof!*

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been consistent leaders in their home cities for years. They deliver about 57% more listeners, at 20% less cost, than the next-best two-station choice in Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with big increases since 1946 in unduplicated *rural* audiences, too—up 52.9% at night, 46.7% in the daytime! In the Grand Rapids area, *alone,* WKZO-WJEF have an unduplicated coverage, night and day, of more than 60,000 families.

WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. A new 24-county Videodex Diary study made by Jay and Graham Research Corporation proves that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than television Station "B". The WKZO-TV market is BIG—five cities, with an effective buying income of more than two billion dollars!

Get the whole Fetzer story today. Write direct or ask your Avery-Knodel representative.

**The United States Air Force did, in February, 1949.*

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS RADIO)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
LANSING							
WILS 1947	1320 1,000 DA-N (CP) 5,000-LS 1,000 N DA-2	Lansing Bcstg. Co. 407 N. Washington Ave. 2-1655	MBS Rambeau	W. A. Pomeroy, p, g & cm John C. Pomeroy, sm & ce	Alex Dillingham, pd Adrian Swets, pmm John Maters, nd	Hap Hourigan, fd Dave Froh, sd Lee Tuttle, wd	Cap., L-W AP RCA
WJIM 1934	1240 250	WJIM, Inc. Bank of Lansing Bldg. 2-1333	ABC, NBC H-R Reps.	Harold F. Gross, p Howard K. Finch, gm Roger S. Underhill, cm Richard E. Nason, pd & pmm	Donald T. Silbert, ce Louise McCullough, traffic m	Marion Stutes, nd Johnny Parker, sd Maxine Elliott, wd	St., Wld. UP RCA
WJIM-TV 1950		WJIM, Inc. Bank of Lansing Bldg.		(For full information see TELECASTING Yearbook)			
LAPEER							
*WMPC 1926	1230 250; SH	The Liberty Street Gospel Church of Lapeer					
LUDINGTON							
WKLA 1944	1450 250	Raymond A. Plank 204 East Ludington Ave. 842	ABC, KBS Burn-Smith	Raymond A. Plank, p, gm & ce Jerry Breen, cm & wd, pmm	Tom Matthews, pd, n & sd	Don Hack, fd	.... UP WE
MANISTEE							
WMTE 1951	1340 250	Manistee Radio Corp. Radio Road 1340	Best	Dr. Tom A. Manwell, p E. J. (Jack) Powell, gm Edward Owens, cm	Al LaGuire, sm & pd John Porterfield, ce & fd John Sullivan, nd	Bob Bidlack, sd Chris Emunson, wd	L-W AP G
MARINE CITY							
WSDC 1950	1590 1,000-D DA	Radio St. Clair, Inc. 5300 Marine City Highway 3471	Best	Jerry W. Coughlin, p & gm Robert J. Campbell, cm John S. Bell, pd, n & sd	Harry Coughlin, pmm George Carroll, ce Robert McKendrick, fd	Francis Burns, wd	SES. INS Ray.
MARQUETTE							
WDMJ 1931	1320 1,000 DA-N	Lake Superior Bcstg. Co., Inc. 4th & Washington Sts. 616	MBS Northern	Frank J. Russell Jr., p Leo G. Brott, gm Raymond G. Ulbrich, sm & sd	Robert Luke, cm Eldon Wallace, pd & nd John Dahl, pmm	Gordon Brozek, ce Russ Avi, fd Shirley Sonnenstine, wd	Thes. UP G
MIDLAND							
WMDN 1948	1490 250	Rich Publishing House, Inc. Midland 4000		Phil T. Rich, p Jos. A. Sturgeon, gm & nd	Spencer Denison, pd & sd Peter Wolf, ce & fd	Beth Anderson, wd	L-W AP G
MOUNT CLEMENS							
WMLN(FM) *1947*	*Ch. 292 (A)* *106.3mc* *.34kw*	*Macomb Publishing Company* *67 Cass Ave.* *3-1501*		*Paul W. McKee, p*	*Mark T. McKee Jr., gm*	*Wilburn A. Schattler, ce*	.... *UP* *GE*

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*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*

BAD AXE
SANILAC
ST. CLAIR
PORT HURON
MACOMB

the ONLY primary coverage of Michigan's Thumb . . .

WHLS, Port Huron WLEW, Bad Axe

A combination that puts the power where the population is . . .

Only this combination can do the local job for the national advertiser unmatched by any other station or any other media. We'll deliver 1000 listeners for 31¢. That makes WHLS and WLEW Eastern Michigan's most economical advertising medium.

cover the Thumb counties . . . HURON, MACOMB, ST. CLAIR, SANILAC

with the combination of . . .

WHLS, PORT HURON WLEW, BAD AXE

MT. PLEASANT

WCEN 1949	1150 1,000-LS 500-N DA-N	Paul A. Brandt 112½ E. Broadway 33-171	KBS	Paul A. Brandt, o Robert Meskill, g & cm Jim Bailey, pd, n & fd	Chet Rogoza, pmm Stephen P. Cole, ce Bruce Theunissen, sd	Gertrude Dimpel, wd	Wld., St. AP G

MUSKEGON

WKBZ 1926	850 1,000 DA-1 (CP) 5,000-LS 1,000-N-DA-2	Arch Shawd 432 Apple Ave. 26051	ABC Forjoe	Arch Shawd, o Robert E. Johnson, pd	Bill Bennett, pmm George Krivitzky, ce	Dalton Hille, nd	L-W, Thes. AP, UP Ray.
WKBZ-FM *1948*	*Ch. 225 (B)* *98.9mc* *4.7kw*						
WKNK 1949	1600 5,000-LS 1,000-N-DA-N (CP) 5,000 DA-N	Nicholas W. Kuris Federal Square 32-126	MBS Best	Nicholas W. Kuris, p & gm Henry Veenstra, c & pmm	Jean Adams, pd Dick Clark, ce	Paul Elliott, n & fd Jack Wisenberg, sd Betty Van Haver, wd	Wld. UP G
WMUS 1947	1090 1,000-D	Greater Muskegon Bcstrs., Inc. Muskegon 4-1672	Holman	Dr. S. E. Duplissis, p John L. Roach, g & cm	Miles M. Olsen, pd & pmm, nd John Lotz, ce	Helen Hepburn, wd	SES. UP WE

OAK PARK

WLDM(FM) *1949*	*Ch. 238 (B)* *95.5mc* *20kw*			*(See Detroit Listing)*			

OWOSSO

WOAP 1948	1080 250-D	Owosso Bcstg. Co. 2301 N. Shiawassee 980	McGillvra	J. E. Campbell, p M. H. Wirth, g & cm	Merrill Walker, pd, pmm & nd Maynard Carson, ce	Joseph Kinosky, fd Harold Wallace, sd Ann Lieberman, wd	L-W AP GE
WOAP-FM *1948*	*Ch. 276 (A)* *103.1mc* *1kw*						

PETOSKEY

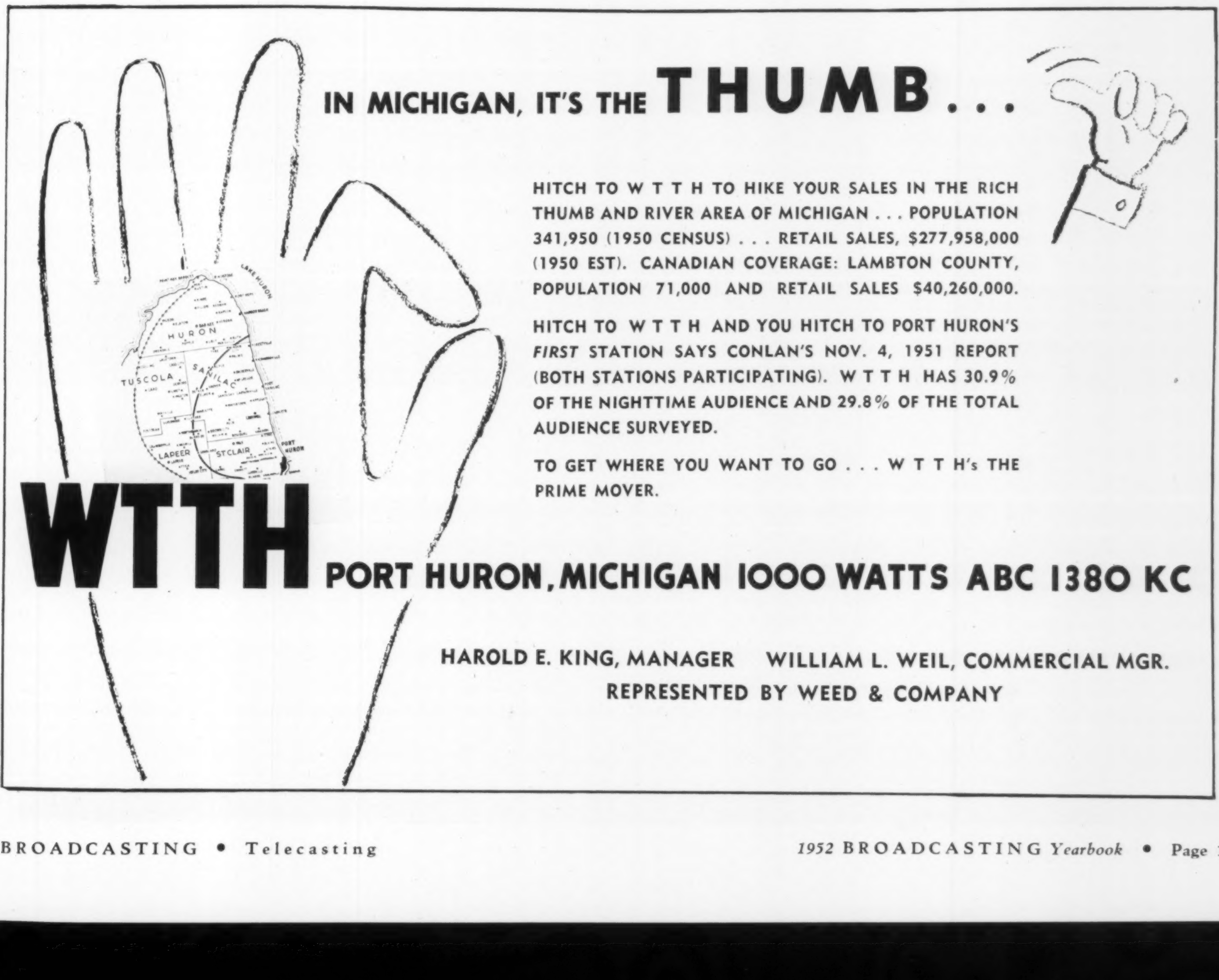
WMBN 1946	1340 250	Midwestern Bcstg. Co. Petoskey	MBS, KBS Bunyan Holman	Les Beiderman, p	Ralph Pierson, gm Merton Carter, slm	Johnny Cossens, pd	

PONTIAC

WCAR 1939	1130 1,000-D CP 50,000-LS 10,000-N DA-2	WCAR, Inc. 2146 Telegraph Rd. Federal 3-7141	Pearson	H. Y. Levinson, gm			SES. AP, INS
WCAR-FM *1948*	*Ch. 258 (B)* *99.5mc* *20kw*						

PORT HURON

WHLS 1939	1450 250	Port Huron Bcstg. Co. 932 Military St. 28536	MBS KBS LBS Grant	Herman L. Stevens, co-ptnr. Harmon L. Stevens, co-ptnr.	John F. Wismer, g & cm & sd Richard A. Whitford, pd & pmm	Russel S. Thrun, ce Stanley Smith, nd Lyle Patterson, fd	Wld. L-W UP RCA
WTTH 1947	1380 1,000 DA-1	Times Herald Co. 903 6th St. 5171	ABC Weed	Harold E. King, gm William L. Weil, cm Alice Anderson, pd	Marion Stoner, ce Bob Thaw, nd	Ed Forbes, fd	St., Thes. AP G



IN MICHIGAN, IT'S THE **THUMB . . .**

HITCH TO W T T H TO HIKE YOUR SALES IN THE RICH THUMB AND RIVER AREA OF MICHIGAN . . . POPULATION 341,950 (1950 CENSUS) . . . RETAIL SALES, $277,958,000 (1950 EST). CANADIAN COVERAGE: LAMBTON COUNTY, POPULATION 71,000 AND RETAIL SALES $40,260,000.

HITCH TO W T T H AND YOU HITCH TO PORT HURON'S *FIRST* STATION SAYS CONLAN'S NOV. 4, 1951 REPORT (BOTH STATIONS PARTICIPATING). W T T H HAS 30.9% OF THE NIGHTTIME AUDIENCE AND 29.8% OF THE TOTAL AUDIENCE SURVEYED.

TO GET WHERE YOU WANT TO GO . . . W T T H's THE PRIME MOVER.

WTTH PORT HURON, MICHIGAN 1000 WATTS ABC 1380 KC

HAROLD E. KING, MANAGER WILLIAM L. WEIL, COMMERCIAL MGR.
REPRESENTED BY WEED & COMPANY

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ROGERS CITY							
WHAK 1949	960 1,000-D	Rogers City Bcstg. Co. Moltke Drive 175	Best	Harvey A. Klann, p, gm & ce Albert Klann, cm & pmm	Harry Brege, pd Jack Brown, fd Ward Mayrand, sd	Delores Klann, wd	L-W, Wld. UP Ray.
ROYAL OAK							
WEXL 1925	1340 250	Royal Oak Bcstg. Co. 212 W. Sixth Jordan 4-6523		Jacob B. Sparks, p & gm Garnet G. Sparks, vp & ce	Gordon A. Sparks, secy-treas., cm & pd & nd	Ernie Holder, sls & pmm	St. AP INS RCA, Ray.
WOMC(FM) *1948*	*Ch. 282 (B)* *104.3mc* *18kw*	*(WEXL, AM Affiliate)*					
SAGINAW							
WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Corp. 221 South Washington 3-4471	Holman	William J. Edwards, p co-o, g & cm H. H. Wolfe, co-o, sm & fd	Tom Whittaker, pd & sd Robert Dyer, pmm Max W. Thomas, ce & opers. m	Doris Naegle, traffic m Britt Temby, nd Mary Lou Dyer, wd	L-W UP Ray.
WSAM 1940	1400 250	Saginaw Bcstg. Co. 117 W. Genessee 2-8161	NBC Great Lakes Headley-Reed	Milton L. Greenebaum, p Jack Parker, vp & cm	Howard Finger, pd & sd Jean Wright, pmm	Harold McCullen, ce Oscar Huff, nd	St. AP ....
WSAM-FM *1947*	*Ch. 251 (B)* *98.1mc* *1.7kw*						
WSGW 1951	790 1,000 DA-2	Booth Radio & Television Stations, Inc. 400 Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p & mgng. d Robert W. Phillips, vp, g & cm	Robert Elliot, pd Mary Kay, pmm & wd John T. Travers, ce Frank Wells, nd Don Andrews, fd	William Frink, sd	Wld. St. AP WE
SAULT STE. MARIE							
WSOO 1940	1230 250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Northern Net.	Stanley R. Pratt, p & gm Richard Y. Burnett, sm & cm Edward L. Krieger, pd & fd	Charles Pratt, pmm Wm. F. Morris, ce Homer Foster, nd	Bruce Martyn, sd Vera Hotton, wd	Thes. SES. AP RCA
STURGIS							
WSTR 1951	1460 500-D	Southern Michigan Bcstrs. P. O. Box 67 1199	KBS LBS McGillvra	E. Harold Munn Jr., gm Charles R. Palmquist Jr., sm & sd	James Harden, pd & nd	Rama Pierson, wd	Thes. AP RCA
TRAVERSE CITY							
WTCM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	MBS, KBS Bunyan Holman	Les Beiderman, gm			
WYANDOTTE							
WJJW(FM) *1947*	*Ch. 276 (A)* *103.1* *1kw*	*Wyandotte News Co.* *3042 First St.*					

MINNESOTA

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ALBANY							
KASM 1950	1150 500-D	Stearns County Bcstg. Co. Albany 1150	LBS Continental	Wm. H. Blattner, p Urban J. Keppers, gm Raphael Schnelly, cm	Arlene Adrian, pd John Nugent, pmm, n & sd	Clyde Weivoda, ce Robert Ochs, fd Sally Hanauska, wd	L-W UP G
ALBERT LEA							
KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. Albert Lea 2338	ABC Rambeau Bulmer & Johnson	Bennett O. Knudson, p E. A. Van Alstyne, gm Kenneth Peterson, cm	George Wolf, secy.-treas. Jack Hoetger, pd & nd Margaret Haley, pmm Marie Prosser, nd	Robert Holt, ce Dave Pickard, f & sd	Thes. SES. UP Col.
ALEXANDRIA							
KXRA 1949	1490 250	Alexandria Bcstg. Corp. Alexandria 1000	LBS Lawson	R. C. Brown, gm Everette Q. Walters, cm Kenneth Bechtel, pd	Gerald Lentz, ce Wayne Moody, n & sd	Kenneth Tessmer, fd Frances Anderson, wd	L-W UP Col.
AUSTIN							
KAUS 1948	1480 1,000 DA-2	Cedar Valley Bcstg. 405-A North Main 8836		Harry Smith, p L. L. McCurnin, g & cm	Tom Steensland, pd & nd Ken Soderberg, pmm	Glen Klein, ce Roland Dain, sd	Wld. AP GE

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WHAT HAPPENS *when the SPONSOR makes his OWN Survey?*

Wilson & Company sent representatives to 100 farm homes in the K A T E primary area.

99 WERE RADIO HOMES

69 LISTENED TO THE WILSON HOUR ON KATE

89 LISTENED TO THE LIVESTOCK QUOTATIONS ON KATE

7 LISTENED TO THE LIVESTOCK QUOTATIONS ON THE "NEXT" STATION.

4 LISTENED TO THE LIVESTOCK QUOTATIONS ON OTHER STATIONS.

***National Representative*—William G. Rambeau**

***Regional Representative*—Bulmer & Johnson—Minneapolis**

(Minnesota, Iowa and the Southern Minnesota Network)

KATE - - ABC *in Southern Minnesota and Northern Iowa*

Albert Lea—Austin Broadcasting Co., Inc.

Est. 1937

BEMIDJI

KBUN 1946	1450 250	Butler Bcstg. Co., Inc. 419½ Beltrami Ave. 1900	MBS Lawson	Edward W. Butler, p, g, c, & pmm Gwenyth Butler, pd & wd	Art Vandersluis, ce Steve Cannon, nd	George Palo, fd Cliff Morlan, sd	SES. UP ....

BRAINERD

KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 East Oak St. 2243	MBS Upper Minn. Walker Lawson	E. Thomas O'Brien, p & gm Donald F. Jones, cm	(Mrs.) Lucile G. Grosse, pd James A. Peterson, ce Charles Peterson, fd	Burton Oien, n & sd (Mrs.) Patricia E. Krantz, wd	Cap. AP G

BRECKENRIDGE

KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave., Wahpeton, N. Dak. 567	LBS	Kline E. Bower, p Herb Nelson, g, c & pmm George Kaufmann, pd & sd	H. Grant Unkenholz, ce Virgil Fortner, nd	Art Hermansfeld, fd LaVore Freeborn, wd	St. UP Col.

CLOQUET

WKLK 1950	1230 250	Cloquet Bcstg. Co. 124½ Ave. C 1450	Continental	James A. McDougall, gm Dale R. Peterson, cm & sd	Ralph Hanssen, pd Darrel Gander, ce	Ken McDougall, nd Beverly Norgren, wd	L-W UP Col.

CROOKSTON

KROX 1948	1260 1,000-LS 500-N DA-N	Crookston Bcstg. Eagle's Bldg. 1050	LBS Upper Midwest Cook Lawson Grant	D. A. McKenzie, p Garfield L. Fox, gm, n & fd	Jerome A. Dahlberg, pd & sd	William J. Kiewel, ce Evelyn Baustian, wd	Thes. UP Ray.

DETROIT LAKES

KDLM 1951	1360 1,000-D	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100	Lawson	R. C. Brown, p Gordon Hutton, gm	Phil Solberg, cm Roger Awsumb, pd	Sumner Rasmussen, ce Doris Hoffman, wd	Wld. AP G

DULUTH

KDAL 1936	610 5,000 DA-N	Red River Bcstg. Co., Inc. 10 E. Superior St. 2-2628	CBS Avery-Knodel	Dalton LeMasurier, p Odin S. Ramsland, g & cm Richard Lawrence, pd	Mal Robertson, pmm R. A. Dettman, ce Bill Krueger, nd	Don Dahl, sd Liz Brown, wd	L-W AP RCA
WEBC 1924	1320 5,000 DA-N	Head of the Lakes Bcstg. Co. WEBC Bldg. 2-2873	NBC Arrowhead Bulmer & Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm Clifford J. Lue, cm	Earl Henton, pd, asst. m & nd Norman P. Gill, ce Don Mason, sd	Charles B. Persons, d of engrg. D. T. Grussendorf, fd Charlotte Beaudoin, wd	SES., Wld. UP ....
WREX 1948	1080 10,000-LS 5,000-N DA-2	Lake Superior Bcstg. Co. 213 East Superior St. 7-2911	MBS Weed	T. M. McCabe, p W. H. Lounsberry, gm & ce	Robert J. Rich, c & pmm Gordon Paymar, pd & fd Loren Paynter, nd	Dennis Murphy, sd Mildred Kayute, wd	Cap. UP RCA

EVELETH

WEVE 1947	1340 250	Carl Bloomquist Park Hotel 991	MBS, KBS, LBS Lawson	Carl Bloomquist, p Arthur F. Nelson, gm Robert Daniels, pd	Celia Begich, pmm & wd Joe Cerar, ce	Don Wright, nd Al Williams, sd	St. AP Col.

FARIBAULT

KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 2312	LBS Pearson Lawson Ind. Bcstg.	Herbert H. Lee, ptnr. & gm Palmer Dragsten, ptnr. & cm	Jack E. Hyde, ptnr. & ce Jergen Nash, pd Francis Robbins, nd	Thomas Bachrach, sd Mera Ballis, wd	Cap., St. AP Ray.

FAIRMONT

KSUM 1949	1370 1,000 DA-2	Fairmont Bcstg. Co. 306 N. Park St. 1370	MBS Upper Midwest Walker Lawson	Leo J. Seifert, p Frank Endersbe, gm Everett Ohrt, pd	Larry Lawson, ce Ray Stougaard, nd	Danny Olson, sd Annabel Webb, wd	Thes. UP RCA

FERGUS FALLS

KGDE 1926	1230 250 CP: 1250 1,000-LS 500-N DA-N	Fergus Radio Corp. Fergus Falls 3986	MBS Great Northern Walker	Harold L. Dell, exec. d & secy-treas. Don Albertson, sm	Frederic T. Dell, asst. m & nd	Harold E. Allen, ce Peggy Jo, wd	.... AP Col.

GRAND RAPIDS

KBZY 1948	1490 250	Itasca Bcstg. Co. 207½ N. 1st Ave. 198	MBS	Robert D. Kennedy, o, p, g & cm	Bernard Germ, pd, pmm & nd	Ross Fesenmeyer, ce Charlotte Kernkamp, wd	.... UP Col.

HIBBING

WMFG 1951	1240 250	Head of the Lakes Bcstg. Co. Hibbing 3-7531	NBC Arrowhead Balmer & Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm	Oscar H. Peterson, cm Ruth E. Coe, pd & pmm	Norman Gill, ce	SES., Wld. UP Col.

LITTLE FALLS

KLTF 1950	960 500-D	Capital City Bcstg. Co., Inc. 105½ Broadway E. 367	Power-Johns	Thornton G. Simpson, p Wayne L. King, gm & sd Albert L. Beck Jr., cm & nd	Robert J. Hasselman, pd & wd	Gordon O. Lommen, pmm & fd Donald J. Powers, ce	

MANKATO

KTOE 1950	1420 1,000 DA-N	Minn. Valley Bcstg. Co. Box 727 4537	ABC	H. W. Linder, p D. O. Linder, gm Bill Smith, cm	Wayne Will, pd & fd Wayne Grant, pmm, n & sd	Don Ranniger, ce Maurine Pederson, wd	.... UP G
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Southern Minn. Net. Meeker	John F. Meagher, g & cm Bob Gardner, pd Marilyn Mason, pmm	Jim Houts, ce Bob Amick, nd George Brooks, fd	Chuck Pasek, sd Mildred Flohr, wd	Thes., St. AP RCA
KYSM-FM *1947*	*Ch. 278 (B)* *103.5mc* *47kw*						.... *GE*

MARSHALL

KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	MBS Pearson	Harry W. Linder, o Gilmore F. Frayseth, gm	Russell Nelson, ce Bill Farrell, nd	Monroe Johnson, sd	.... UP Ray.

MINNESOTA—(Continued)

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MINNEAPOLIS-ST. PAUL							
KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. 9th St. LIncoln 8451	Rambeau	Henry Klages, p Lee L. Whiting, gm Ray Tenpenny, cm	Harry Zimmerman, pd Harvey Headen, ce Glen Champlin, nd	Bill Daley, sd Irma Cofron, wd	St. AP RCA
KSTP 1928	1500 50,000 DA-2	KSTP Inc. 3415 University Ave. PRior 2717	NBC Northwest Petry	Stanley E. Hubbard, p & gm K. M. Hance, evp & treas.	Miller C. Robertson, vp in chg. sls. C. Brooks Henderson, prog. & prod. sup. & nd	Joseph C. Cook, publ. & prom. d John H. McMahon, ce Cal Karnstedt, fd Jack Horner, sd	Thes., Wld. AP, UP ....
KSTP-FM *1946*	*Ch. 271 (B)* *102.1mc* *5.82kw*						
KSTP-TV 1948		KSTP, Inc. 3415 University Ave.		(For full information see TELECASTING Yearbook)			
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. LIncoln 7881		Dr. William F. Graham, p Loren F. Bridges, gm	Clarence La Bonte, ce	Forrest Boyd, sd	SES. UP WE
KTIS-FM *1949*	*Ch. 253 (B)* *98.5mc* *5.3kw*						....
*KUOM 1923	770 5,000-D ST-WCAL	University of Minnesota Eddy Hall Main 8177		James L. Morrill (U. of Minn.) p Burton Paulu, gm	Northrop Dawson Jr., pd Berten Holmberg, ce Raymond P. Christensen, nd	Ray Wolf, fd (Mrs.) Jo Nelson, wd Irv Fink, pdm	UP RCA
WCCO 1924	830 50,000	Columbia Bcstg. System Inc. 625 Second Ave., So. Main 1202	CBS CBS Radio Spot Sales	Gene Wilkey, gm Roy Hall, cm Robert P. Sutton, pd	Fred Heywood, pmm Charles H. Smith sl pmm Eric Rehnwall, merch, m	J. J. Beloungy, ce Jim Bormann, nd Larry Haeg, fd	L-W AP, UP, INS WE
WDGY 1923	1130 50,000-LS 25,000-N DA-2	Twin Cities Bcstg. Corp. Nicollet Hotel Bridgeport 2271	LBS Avery-Knodel	James Stuart, p Harry D. Peck, gm S. D. Rich, cm John Leslie, pd & asst. m	Gerald Cohen, pmm Don O'Brien, sd Charles Winkler, ce James McGovern, nd	Dean Sherman, fd Kenneth Olson, studio sup.	St. AP, UP WH
WLOL 1940	1330 5,000 DA-1	Independent Bcstg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS Radio Sales	Ralph L. Atlass, p C. T. Hagman, gm Samuel N. Nemer, cm	Jack Swenson, pd & pmm Gene Brautigam, studio engr.	Merle Bjork, trans engr. Jack Swenson, nd Dick Enroth, sd	.... UP RCA
WMIN 1936	1400 250	WMIN Bcstg. Co. 538 Hamm Bldg. Garfield 1361	Forjoe	Frank M. Devaney, gm N. L. Bentson, cm	Norm Page, pd & nd Warren B. Fritze, ce	Eugenia Grandlund, traffic m Marty O'Neill, sd	Assoc. .... WE
WMIN-FM *1947*	*Ch. 258 (B)* *99.5mc* *16kw*						.... *AP* *Fed.*
WPBC 1949	980 500-D	People's Bcstg. Co. 1133 Stinson Blvd. Granville 4356	Sears & Ayer	William V. Stewart, p & gm Merle Forland, cm	(Mrs.) Becky Ann Stewart, pd & wd Lloyd Shermann II, pmm	George Anfang, ce Jack Hastings, nd Gary Healy, fd Ray Christenson, sd	L-W UP Col.
WTCN 1925	1280 5,000-LS 1,000-N	Mid Continent Radio-Television Inc. 50 S. 9th St. LIncoln 0552	ABC Dairyland Free & Peters	Robt. B. Ridder, chmn. of bd. Wm. J. McNally, p F. Van Konynenburg, vp & gm	Robert N. Ekstrum, cm Charles Miller, d of radio Judy Bryson, pd Bob Wold, pmm	John M. Sherman, ce Charles McCuen, nd Rollie Johnson, sd Arleth Haeberle, wd	Assoc., RCA AP, UP WE
WTCN-FM *1946*	*Ch. 246 (B)* *97.1mc* *11kw*						.... *RCA*
WTCN-TV 1949		Mid Continent Radio-TV Inc. 50 S. Ninth St.		(For full information see TELECASTING Yearbook)			
MONTEVIDEO							
KDMA 1951	1450 100	Midwest Bcstg. Corp. West U. S. Highway 212 125		H. W. Linder, p	Willard Linder, gm	Jack Lynch, cm	.... G
MOORHEAD							
KVOX 1937	1340 250	KVOX Bcstg. Co. 403 Center Ave. 3-1522	MBS Great Northern Walker	E. J. McKellar, p	M. M. Manny Marget, gm & sd	Robert L. Owens, cm Don Geiken, ce	Wld. UP WE

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UNPRECEDENTED
DIRECT RESULTS

980
on Your Dial
Daytime Regional
Check Rates

WPBC

980
on Your Dial
Daytime Regional
Check Rates

News Every Hour—Good Music ALL DAY

Sears & Ayer, National Rep.
William V. Stewart, Pres. & Gen. Manager

It Adds up!

1. **Sound Policy**
2. **A Symbol of that Policy**
3. **Public Acceptance of Policy**
4. **Performance to Back the Policy**

SALES IN THE MINNEAPOLIS-ST. PAUL MARKET

1. *Sound Policy:* To insist upon our staff being PEOPLE as well as being performers; to win respect and confidence by the kind of folks they are—on and off the air.
2. *To symbolize that confidence—The Town Crier!* In early days people knew his bell, his voice; and so the friendship of a voice with many people was formed. It is just as true today.
3. *Public acceptance of our policy:* Proved by 104 local advertisers who have been with WTCN an average of 7 years each.
4. *Performance backs the policy:* The 10 top personalities at WTCN average 15 years of radio experience.

A Sound Station Policy is the Basis for a Sound Advertising Medium

W T*own* C*rier* N*orthwest of the*

MINNEAPOLIS—ST. PAUL

RADIO ABC—1280 **TELEVISION** ABC—CBS—DUMONT—CHANNEL 4

Free and Peters, National Representatives

XUM

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEW ULM							
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minn. 905		Walter K. Mickelson, p Jack H. Duncan, g & cm & ce	Wip Robinson, pd & fd Jane Windom, pmm & wd	Bob Arnott, nd Geo. Korenscheon, sd	L-W, Wld. AP G
NORTHFIELD							
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College Northfield 500		Milford C. Jensen, gm & ce James V. Anderson, pd	Dr. Martin Hegland, pmm Gerald R. Thompson, nd Eldon Underdahl, fd	Rolf Charlston, sd Miriam Ascher, wd Margaret H. Wendlandt, office m	Assoc. AP WH
**WCAL-FM* *1949*	*Ch. 239 (B)* *95.7mc* *49kw*						
OWATONNA							
KOBK 1950	1390 500-D	Owatonna Bcstg. Co. 307 Vesterby 2359		William F. Johns Jr., p, g & cm	Harry Rand, pd & nd Carl Wilford, ce	Nancy Thompson, wd	L-W UP Col.
RED WING							
KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co. Red Wing 3512		Fred C. Clarke, p & ce Maxine Jacobs, gm	Peter Lyman, pd & nd Dorothy Lyman, pmm	Rhona Richie, wd	Assoc., Cap. AP G
ROCHESTER							
KLER 1948	970 500-LS 1,000-N DA-2	Rochester Bcstg. Co. 229 1st Ave., S.W. 22757	ABC Pearson	(Mrs.) Alice Mayo, p Walter T. Bruzek, g & pmm	Robert A. Fick, cm Vera Keefe, pd & wd Ruben Rieck, ce	Walt Dahms, nd John Stern, sd	.... UP RCA
KROC 1935	1340 250	So. Minn. Bcstg. Co. 100 1st Ave., Bldg. 3924	NBC Bulmer & Johnson	(Mrs.) Gregory P. Gentling, p G. David Gentling, gm Jerry Brataas, cm	Cal Smith, pd & sm Warren Miller, pmm Bernie Lusk, sd Bob Cross, ce	Ray Thompson, nd Jerry Boyum, fd Mary Miller, wd	Thes. UP Col.
ST. CLOUD							
KFAM 1938	1450 250	Times Pub. Co. Weber Building 3330	NBC Northwest Pearson	Frederick C. Schilplin, gm John F. Green, cm & pmm	(Mrs.) Laurel Westrom, pd	Robert B. Witschen, ce Gene Nelson, nd	Thes. AP RCA
KFAM-FM *1948*	*Ch. 284 (B)* *104.7mc* *50kw*						....
WJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel 1240	ABC Rambeau	Max H. Lavine, p W. C. Porsow, gm Paul T. Zahorik, cm	Wallace MacBriar Jr., pd & nd Herm Schneider, pmm	Robert Muchow, ce Don Brockman, sd	Wld. UP G
SOUTH ST. PAUL							
WCOW 1951	1590 5,000-D	South St. Paul Bcstg. Co. 208 3rd Ave., N. LaSalle 1371		Albert Tedesco, exec. d Reinhard Steinley, gm Victor Tedesco, cm Donald S. Doty, pd	Paul DeNault, pmm Robert Muchlo, ce Dean Johnson, nd	Burt Olson, fd Finn Crea, sd Joyce Smythe, wd	SES. UP G

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WILLMAR
MONTEVIDEO
MARSHALL
MANKATO

The DAIRYLAND RADIO NETWORK...

	reaches more people	covers more homes	has more listeners
50 COUNTIES COVERED BY DAIRYLAND NETWORK	1,028,500	300,261	291,430
CITIES OF SAINT PAUL & MINNEAPOLIS	827,900	257,010	253,670

than there are in both Minneapolis and St. Paul! (and no TV!)

Four home-town stations that offer big coverage at low cost! More than a *million people* . . . more than a *billion dollars* in retail sales . . . in 50 counties in 3 states! In this area alone is nearly 60% of Minnesota's total farm income, and 27% of Minnesota's total retail sales. This is the midwest's prosperous farm market—best sold by radio, best covered by the Dairyland Network. FOR COMPLETE FACTS AND FIGURES, PHONE JOHN E. PEARSON CO. or write: Harry Linder, KWLM, Willmar, Minn.

*Source, SRDS, 1951-52

Stations available individually or in combination. Discounts for 2, 3 or 4 stations.

KWLM WILLMAR ABC 1340 KC
KMHL MARSHALL ABC 1400 KC
KTOE MANKATO ABC 1420 KC
KDMA MONTEVIDEO ABC 1450 KC

STILLWATER							
WSHB 1949	1220 250-D	St. Croix Bcstg. Co. 126 S. Main St. 46	Cooke Power-Johns	Elmer Peterson, gm	James Conley, cm		L-W UP
THIEF RIVER FALLS							
KTRF 1947	1230 250	Henry K. Arneson Thief River Falls 13	Bulmer & Johnson	Henry K. Arneson, p Wendell F. Husebo, gm	Alverda Noel, pd Henry Bothman, ce & fd	Al Christofferson, sd Kathrine Barzen, n & wd	L-W UP ....
VIRGINIA							
WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. Virginia 2000	NBC Arrowhead Northwest Hollingbery	Walter C. Bridges, vp & gm Harold J. Parise, c & pmm	Harry Wills, pd & nd Charlie Persons, ce Alys Mae McBride, traffic & office m & wd	August Neubauer, fd Amundo DeYoannes, sd	SES., Wld. .... Col.
WADENA							
KWAD 1948	920 1,000 DA-N	Assoc. Bcstrs. Inc. 1st Nat'l Bank Bldg. 920	MBS Bulmer & Johnson	C. W. Phillips, p Carl E. Holt, g, cm & pd	Milton LaDue, ce Jim Buchan, nd	Ken Hall, sd	Thes. UP G
WILLMAR							
KWLM 1940	1340 250	Lakeland Bcstg. Co. 307 W. 6th St. 1340	ABC Pearson	H. W. Linder, p Willard Linder, gm	Jack Lynch, cm Joe Martinson, pd	Wendell Tallakson, ce Irene Peters, wd	Cole UP WE
WINONA							
KWNO 1938	1230 250	Winona Radio Service 216 Center 3314	ABC Pearson	Maxwell H. White, p Ken Marsh, gm H. Rod Hurd, cm	Dave Moffitt, pmm Stan Johnson, ce Gordon Holte, nd	Charles Williams, sd Ethel Holte, wd	St. AP RCA
KWNO-FM *1948*	*Ch. 248 (B)* *97.5mc* *18.5kw*						.... *GE*
WORTHINGTON							
KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301	Bulmer & Johnson	R. W. Olson, p Ralph E. Shepard, gm	Arne Karhu, cm Ty Mack, pd	Clinton Knapp, ce Mervin Gardner, fd	L-W UP Ray.

MISSISSIPPI

ABERDEEN							
WMPA (CP)	1240 250	Prairie Bcstg. Co. Aberdeen	KBS Mid-South	Joe Phillips, gm	Belle R. McPherson, pd	C. W. McPherson, ce	Cap. AP G
BILOXI							
WLOX 1948	1490 250	WLOX Bcstg. Co. Hotel Buena Vista 5582	MBS Rambeau	James S. Love Jr., p Ray Butterfield, gm & sd	Thomas B. Majure, cm & ce Antoinette McCorkle, pd	Joe Price, nd Claire Wood, wd	.... WE
WVMI 1950	570 1,000-D	Radio Associates, Inc. P. O. Box 152 6961	National Time Sales	Odes E. Robinson, p Gene Tibbett, g & cm	Robt. D. Campbell Jr., pd & nd	Geo. O. Tillotson, ce	Thes., L-W UP Col.
BOONEVILLE							
WBIP 1950	1400 250	Booneville Bcstg. Co. U. S. Highway 45 North 678	LBS	E. O. Roden, gm L. A. Bryan, sm, pd, pmm, ce & nd	David E. Vowell, cm W. Keith Wroten, fd	R. J. Bonds, sd Jane McClutcheon, wd	Cap. UP G
BROOKHAVEN							
WJMB 1950	1340 250	Brookhaven Bcstg. Co. W. Chicasaw St. 1298	Continental	Tullius Brady, gm			L-W, Wld. AP ....
CENTREVILLE							
WGLC (CP)	1580 250-D	S. W. Bcstg. Co. of Miss.	KBS	Louis Alford, gm	W. M. Jones, sm		CAP UP ....
CLARKSDALE							
WROX 1943	1450 250	Birney Imes, Jr. 257 Delta Avenue 1566	MBS, KBS Mid-South	Birney Imes Jr., p Bob McRaney, gm P. B. Hinman, sm	Jack Cristil, pd, n & sd Helen Sugg, cm & wd	C. D. Graves, ce Les Carlson, fd	.... AP RCA
CLEVELAND							
WCLD 1949	1490 250	Cleveland Bcstg. Co. Highway 61 990	LBS McGillvra	Claude D. Raney Jr., gm	Gay Rowse, office m		Wld. AP ....
COLUMBIA							
WCJU 1946	1450 250	WCJU Inc. South Main St. 755	MBS, KBS	Lester Williams, cm			
COLUMBUS							
WACR 1950	1050 250-D	Miss. Bcstg. Co., Inc. WACR Bldg. 768	Miss.	Withers Gavin, p & gm			St. UP ....
WCBI 1940	1340 250	Birney Imes Jr. Columbus 1430	MBS, KBS Mid-South McGillvra	Birney Imes Jr., p Bob McRaney, g & pmm	J. W. Eatherton, cm Florence Thrower, pd	Thomas McFerrin, ce Dick Crago, n & sd	.... AP RCA

MISSISSIPPI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CORINTH							
WCMA 1946	1230 250	Corinth Bcstg. Co., Inc. Ray Building 5575	MBS, KBS Dixie Burn-Smith	Frank M. Davis, M.D., p Aaron B. Robinson, vp & gm	(Mrs.) Jean Ford, pd Joe P. Van Dyke, cm James D. Anderson, ce	John E. Bell, sm Tom Weaver, nd Fred Dillon, sd	Wld. UP WE
GREENVILLE							
WGVM 1948	1260 1,000-D	Cotton Belt Bcstg. Co. 118 S. Broadway 4559	Miss. Cotton Belt Devney	David M. Segal, p Edward M. Guss, g & cm Wallace D. Hoy, pd & fd	Jack Baruth, pmm & nd Welton Jetton, ce	Tom Sansing, sd Letitia Boyles, wd	St. UP Col.
WJPR 1939	1330 1,000-LS 500-N DA-N	Radio Services Co., WJPR 107 South Poplar St. 9040	MBS, KBS Miss. Sears & Ayer	Emmet H. McMurry Jr., gm Frank W. Baldwin, cm	Barbee Ashley, pd Margo Stephens, pmm Percy L. Kuhn, ce	Tommy Tiller, n & sd Thomas H. Golding, fd	Wld. AP G
GREENWOOD							
WABG 1950	960 1,000-LS 500-N DA-N	Cy N. Bahakel 222 Howard Street 3010	LBS	Cy N. Bahakel, p	Frank Benson, cm		.... AP Col.
WGRM 1937	1240 250	P. K. Ewing Walnut Street 1900	NBC, KBS	P. K. Ewing, p	F. C. Ewing, gm	Van Power, cm	.... AP ....
GRENADA							
WNAG 1949	1400 250	Birney Imes Barwin Hotel 740	MBS, KBS Mid-South	Birney Imes, o Bob McRaney, gm	Monroe Looney, sta. & cm, pd & pmm	Benard H. Loebe, ce Billy Burns, sd	.... RCA
GULFPORT (Biloxi)							
WGCM 1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC, KBS, LBS Miss. Sears & Ayer	Hugh O. Jones, p & gm Mrs. O. L. Owens, cm	C. (Eddie) Vann, pd & asst. m	Charles T. Hook, ce Bob Weatherly, sd	.... AP RCA
WGCM-FM *1948*	*Ch. 268 (B)* *101.5mc* *3kw*						*Wld.* .... *WE*
HATTIESBURG							
WFOR 1925	1400 250	Forrest Bcstg. Co., Inc. 302 Hemphill St. 1866	NBC, KBS Rebel Hollingbery	C. J. Wright Sr., p Charles J. Wright Jr., gm E. M. Jenkins, cm	Carl Anderson, pd Bud Norval, pmm	B. B. McLemore, ce Don Cunningham, sd	Wld. UP ....
WRFM(FM) *1949*	*Ch. 250 (B)* *97.9mc* *2kw*	*(WFOR, AM Affiliate)*		*Bud Norval, pd*			.... *RCA*
WHSY 1948	1230 250	Hub City Bcstg. Co., Inc. P. O. Box 1008 3180	ABC, LBS McGillvra	Charles W. Holt, p, g & cm Bob Robinson, asst. m (Mrs.) Connie Holt, sm	Bill Tracey, pd Olga Hagler, pmm Charles Sharpling, ce	Jack Dix, n & sd Bruce Gillmore, fd Alice Biven, wd	L-W AP G
JACKSON							
WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 3-7476	NBC Rebel Hollingbery	Wiley P. Harris, gm	Frank Gentry, cm Howard Langfitt, pd	Percy G. Root, ce	Cap., Wld. UP ....
WJDX-FM *1948*	*Ch. 275 (B)* *102.9mc* *50kw*			*Robert R. Smathers, ce*			.... *WE*
WJQS 1947	1400 250	Miss. Bcstg. Co., Inc. Edwards Hotel 3-9681	CBS Miss.	Withers Gavin, p & gm			St. UP ....
WJXN 1945	1450 250	Jackson Bcstg. Co. Deposit Guaranty Bank Bldg. 2-6673	Indie Sales	James T. Ownby, p & gm	Hy Davis, pmm & sd	Judy Jackson, wd	.... AP ....
WRBC 1947	620 5,000-LS 1,000-N DA-N	Rebel Bcstg. Co., Inc. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm Forrest Cox, pd, n & fd	G. B. Benson, ce Percy Powers Jr., sd	Marjorie Lee, wd	Assoc. AP RCA
WSLI 1938	930 5,000 DA-N	Standard Life Bcstg. Co. Robert E. Lee Hotel 3-2788	ABC Weed	W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	Bruce K. Smith, pd & pmm C. R. Perkins, ce	Jim Neal, fd Bill Goodrich, sd Dorothy Dawley, wd	Wld. AP RCA
KOSCIUSKO							
WKOZ 1947	1340 250	Kosciusko Bcstg. Co. Box 392 782	KBS, LBS	Cy N. Bahakel, p & gm	Erlene Leach, pd	Wayne A. Oliver, ce	Wld. AP Col.
LAUREL							
WAML 1932	1340 250	New Laurel Radio Sta. Inc. 442 Sixth Avenue 5601	NBC, KBS, LBS Rebel Hollingbery	Harold M. Matison, p Granville Walters, g & pmm	M. M. Caver, cm Stan Walters, pd & sd Clyne Graves, ce	Ed Breland, nd Paul Carlisle, fd Patty Overstreet, wd	Wld. AP Ray.
WLAU 1946	1490 250	Southland Bcstg. Co. 437½ N. Magnolia St. 7227	MBS McGillvra	Chalmers McCallum, co-o & p (Mrs.) Norma H. Leggett, co-o, secy-treas. & gm	Joseph L. Williams, office m W. E. (Teck) Jones, cm Dave Kane, pd & nd	Jimmie Hilbun, ce Dean Matteson, fd Larry Kiggins, sd	.... UP WE
MACON							
WMBC 1947	1400 250	Miss. Bcstg. Co. Inc. WMBC Bldg. 310	Miss.	Withers Gavin, p & gm			.... UP ....
McCOMB							
WAPF 1948	1010 250-D	Southwestern Bcstg. Co. of Miss. McComb 1884	KBS, LBS	Louis Alford, co-o & gm Phillip D. Brady, co-o & ce	Albert M. Smith, co-o W. R. Tyler, cm	Karl Austin, pd Malcolm Jones, pmm	L-W UP G
WSKB 1939	1250 5,000-LS 500-N DA-N	McComb Bcstg. Corp. P. O. Box 111 37					

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MERIDIAN							
WCOC 1926	910 5,000-LS 1,000-N	Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714	CBS Miss.	Withers Gavin, p & gm			St. UP
WMOX 1946	1240 250	Birney Imes, Jr. 9th St. & 23rd Avenue 2-0171	MBS, KBS Mid-South	Birney Imes Jr., p Bob McRaney, gm Joseph W. Carson, sm	Ed Holladay, cm Earl L. Bradsher Jr., pd & nd	Alois Betmarik, ce Beri Moore, sd	.... AP RCA
WMOX-FM *1946*	*Ch. 253 (B)* *98.5mc* *3.4kw*		*LBS*				*RCA*
WTOK 1946	1450 250	Meridian Bcstg. Co. Citizens National Bank Bldg. 3-1441	ABC Rebel Headley-Reed	Robert F. Wright, p & gm William B. Crooks, cm	Cecil Germany, pd George Shannon, pmm, n & sd	Joe H. Saxon, ce	.... INS WE
NATCHEZ							
WMIS 1941	1240 250	Natchez Bcstg. Co. Box 330 8211	NBC, KBS Miss. Louisiana	P. K. Ewing, p P. K. Ewing Jr., g & cm Ervin Parks, pd	(Mrs.) Aurelia Tobias, pmm George W. Wilson, ce Harry Burguard, nd	C. L. Barry, fd W. R. Priester, sd Mrs. Louis Baroni, wd	.... UP G
WNAT 1949	1450 250	Old South Bcstg. Co. Box 54 4621	ABC	(Mrs.) Laurie G. Ratcliffe, p Paul Schilling, g & cm	S. J. Parks Jr., ce (Mrs.) Thelma Berdon, office m	Elwood (Bud) Kresal, sd	St. UP GE
PASCAGOULA							
WPMP 1951	1580 250-D	Crest Bcstsg. Co., Inc. P. O. Box 348 83	LBS Magnolia	Wm. R. Guest Jr., p & cm Donovan Murphy, sm & nd	Lee Smith, pd & sd Ann Lunsford, traffic m & wd	Fred Strothers, ce M. P. Lewis, fd	Cap. INS WE
PHILADELPHIA							
WHOC 1948	1490 250	William H. Cole P. O. Box 26 740	LBS, KBS	William H. Cole, o & m, g & cm	James A. Sparks, pd, pmm, n & sd	Edgar C. Goforth, ce Mrs. Jerry Cole, wd	Cap. UP Col.
PICAYUNE							
WRJW 1949	1320 1,000-D (CP) 5,000-D	Moseley Bros. Picayune 474	LBS KBS	W. L. Moseley, gm Maxie Stephens Jr., cm & fd	Archie Rushing Jr., pd & nd	Mary Wierengo, pmm & wd Floyd Colee, ce	L-W, SES. UP RCA
STARKVILLE							
WSSO 1948	1230 250	Starkville Bcstg. Co. WSSO Bldg. 1230	KBS Mid-South	Grady Imes, p Joe Phillips, g & cm, pmm	(Mrs.) Belle McPherson, pd	Travis Palmer, ce	Cap. AP WE
TUPELO							
WELO 1944	1490 250	Tupelo Bcstg. Co. WELO Bldg. 1400	MBS, KBS Mid-South	Birney Imes Jr., p Bob Evans, gm Reeves Whirley, cm	Chuck Givens, pd & sd LeRoy Green, ce Malley Byrd, nd	Red Purnell, fd Daisy Haddon, wd	.... AP RCA
VICKSBURG							
WQBC 1931	1420 1,000-LS 500-N	Delta Bcstg. Co., Inc. Post-Herald Bldg. 312	MBS Sears-Ayers	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd & wd	Waverley Conway, ce	Cap. AP RCA
WVIM 1948	1490 250	Radio Miss., Inc. Box 76 1920	LBS	James T. Ownby, p	Frank Holifield, sta. & cm		.... G
WEST POINT							
WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807	MBS Mid-South	Bob McRaney Sr., p & gm Hugh Shankle, sm, pd & pmm	Les Campbell, cm & sd George Corkren, ce	John Starling, fd	.... WE
YAZOO CITY							
WAZF 1947	1230 250	WAZF, Inc. Taylor Roberts Bldg. 1300	KBS, LBS	Guy Corley, p &gm Guy Williams, cm	Fred Rand, pd & sd Tom Roane, pmm	Don Flinspach, ce Margaret Reeves, wd	.... AP G

MISSOURI

ALTON							
KALM (CP)	1290 1,000-D	Robert F. Neathery Box 446 West Plains, Mo.		Robert F. Neathery, p			
CAPE GIRARDEAU							
KFVS 1925	960 1,000-LS 500-N DA-N	Hirsch Bcstg. Co. 324 Broadway 2104	MBS Pearson	Oscar C. Hirsch, p	R. L. Hirsch, g & cm		.... UP G
KFVS-FM *1948*	*Ch. 239 (B)* *95.7mc* *8kw*						.... *WE*
KGMO (CP)	1220 250-D	Cape County Bcstg. Co. 46 N. Henderson 3843	LBS	William C. Brandt, co-o & pd	Richard C. Brandt, co-o & gm William M. Bryan, co-o & ce	Robert L. Schultz, cm John J. Parker, sd	.... G
KGMO-FM *1950*	*Ch. 249 (A)* *97.7mc* *.31kw*						
CARTHAGE							
KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 East Chestnut 2648	KBS, LBS Continental	L. C. McKenney, co-o, gm & fd J. J. Daly, co-o, m & gen. slm	Lee Crocker, pd Phil Hannum, pmm George Province, ce	Les Kennon, nd Jim King, sd Edith Snyder, wd	Cap. AP G
CARUTHERSVILLE							
KCRV 1950	1370 1,000-D	Pemiscot Bcstg. Co. 106 W. 3rd St. 965		J. E. Taylor, p Robert L. Harrison, gm & secy. Raymond Miller, cm	Denis Govern, pd & nd Harry A. Moreland, pmm & sd Dewey Lusk, ce	Harry Levin, vp & treas. Norman Shain, fd Ruth M. Goldsmith, wd	Thes., Wld. UP G
CHILLICOTHE							
KCHI 1950	1010 250-D	Cecil W. Roberts Highway 36 South 1920	LBS Conwell	Cecil W. Roberts, p Howard G. Rion, gm	R. Wayne Cox, c & pmm (Mrs.) Pauline Bants, pd	James L. Preston, ce	.... UP G
CLINTON							
KDKD 1951	1280 1,000-D	Clinton Bcstg. Co., Inc. P. O. Box 113 233	Cotton Belt Devney	David M. Segal, p & gm Lee E. Baker, gm Bill E. Brown, act. & cm	Virgil Eugene Stone, pd, n, f & sd	Marvin Landon, ce	Wld. UP Col.

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
COLUMBIA							
KFRU 1925	1400 250	KFRU Inc. Highway 40 & 63 South 4141	ABC	H. J. Waters Jr., p Mahlon R. Aldridge Jr., gm & sd	Felix J. LeGrand, cm Harold Douglas, pd & fd	Robert H. Haigh, ce Shirley Mason, wd	L-W, Wld. AP GE
CONCORDIA							
KFRM 1947	550 5,000-D DA	(See Kansas City listing)					
FARMINGTON							
KREI 1947	1350 1,000-D	Cecil W. Roberts Burks & Webster 710	LBS	Cecil W. Roberts, p	F. P. (Ted) Graves, gm Maxine Bequette, pd	Bill Westbrook, ce	.... UP G
FESTUS							
KJCF 1951	1010 250-D	Jefferson County Radio & Television Co.		C. M. Poindexter, gm	Donald M. Donze, cm		.... UP ....
FLAT RIVER							
KFMO 1947	1240 250	Lead Belt Bcstg. Co. Flat River 1000	MBS Pearson	Oscar C. Hirsch, p James F. Collins, g & cm	Virginia Collins, pd & n & wd	Earl L. Whitener, pmm Gilbert Collins, ce	.... UP Col.
FULTON							
KFAL 1950	900 250-D	Missouri Central Bcstrs. Palace Hotel Bldg. 1400	LBS	R. W. Nickles, co-o, gm, cm, pmm, d of engrg. & fd	Roger P. Fox, co-o & pd Nolia Fox, exec. secy.	Orpha G. Nickles, treas. & wd Ken Wood, sd	Cap. UP WE
HANNIBAL							
KHMO 1941	1070 5,000-LS 1,000-N-DA-1	Courier-Post Pub. Co. 102½ South Main 3450	MBS Pearson	E. L. Sparks, p, secy.-treas. Wayne W. Cribb, gm & pmm	P. H. Cunningham, cm Gene Hoenes, pd Ben Parrish, ce	George Allen Jr., n & fd Al Alexander, sd Edna Teed, wd	Thes. AP WE
INDEPENDENCE							
KIMO 1947	1510 1,000-D	Blue Valley Co. 310 North Osage Clifton 9810	LBS	Craig Siegfried, p, g & cm Harry Becker, pd Bob Dawson, pmm	Eldon Ryan, ce Bob Hoyt, nd	Harold Ensley, sd Dorothy Flanders, wd	.... AP G
JEFFERSON CITY							
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe Street 6-3137	MBS Sears & Ayer	R. C. Goshorn, p Catherine Roer, g & cm, pmm	Ralph L. Rose, pd	Leroy S. Hackmann, ce	L-W, Thes. AP Col.
KWOS-FM *1948*	*Ch. 253 (A)* *98.5mc* *9kw*						
JOPLIN							
KFSB 1948	1310 5,000-LS 1,000-N-DA-2	Four States Bcstrs., Inc. 1027 Main St. 1310	Meeker	Harry Easley, p W. H. Clark, vp, g & cm Ed Johnson, pd & pmm	Ralph E. Meador, ce Jim Randall, nd Leonard Brown, fd	Don Gross, sd Faye Seiler, wd	L-W UP G
KSWM 1946	1230 250	Air Time, Inc. 1928 West 13th Street 7260	CBS Rambeau	Austin A. Harrison, p, gm & ce	John D. Whitt, cm Ronald Robson, pd, pmm & sd	Ken Crowe, nd	Wld. UP G
WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS Sears & Ayer	D. J. Poynor, p, g & cm Bess Boyer, office m	Golda Shaunce, pd Jack P. Langford, ce Lee George, nd	W. W. Grigsby, sd Maxine DeVaney, wd	L-W, Thes. AP Col.
WMBH-FM *1948*	*Ch. 241 (B)* *96.1mc* *70kw*						.... *Fed.*
KANSAS CITY							
KCKN 1925	1340 250	KCKN Bcstg. Co., Inc. 300 Waltower Bldg. Victor 3864	Capper	Ben Ludy, gm Joe Story, loc. m. & slm	George Stump, pd Ann Sine, office m	Eric Tainter, nd	L-W, St. AP, UP RCA
KCMO 1936	810 50,000-LS 10,000-N DA-N	KCMO Bcstg. Co. 125 E. 31st St. Jefferson 6789	ABC Katz	Tom L. Evans, p E. K. Hartenbower, gm C. E. Breazeal, asst. m R. W. Evans, cm	S. B. Tremble, pd F. C. Strawn, pmm Karl Troeglen, ce Jim Monroe, nd	C. W. Jackson, fd Tony Williams, sd Anne Hayes, wd	Assoc., Thes. AP RCA
KCMO-FM *1948*	*Ch. 235 (B)* *94.9mc* *56kw*						*Wld.* ....
KFRM 1947 (Concordia)	550 5,000-D DA	Midland Bcstg. Co. 222 W. 11th St. Harrison 2650	Free & Peters	Arthur B. Church, p George J. Higgins, mgng. d & vp in chg. sls. Roderick B. Cupp, pd	Harold W. Storm, d of prom. C. E. Moler, ce Mildred Whiting, secy.	John Farmer, act. nd Phil Evans, fd Sam Molen sd	L-W AP, UP RCA
KMBC 1921	980 5,000 DA-N	Midland Bcstg. Co. 222 W. 11th St. Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, mgng. d & vp in chg. sls. Roderick B. Cupp, pd	Harold W. Storm, d. of prom. A. R. Moler, ce Mildred Whiting, secy.	John Farmer, nd Phil Evans, fd Sam Molen, sd	Wld. AP, UP WE
WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Gand Ave. Harrison 1200	NBC Christal	Roy A. Roberts, p H. Dean Fitzer, mgng. d E. Manne Russo, cm Harry J. Kaufmann, pd	Harold Glazer, pmm J. A. Flaherty, ce V. S. Batton, sm Walton Boding, nd	Rod Turnbull, fd Ernest Mehl, sd Martha Spalding, wd	St., Thes. AP RCA
WDAF-TV 1949		Kansas City Star Co. 3030 Summit		(For full information see TELECASTING Yearbook)			
WHB 1922	710 10,000-LS 5,000-N DA-2	WHB Bcstg. Co. Scarritt Bldg., 9th & Grand Harrison 1161	MBS Blair	Donald D. Davis, p & cm John F. Cash, vp John T. Schilling, gm Dick Smith, pd & nd	Chuck Rosenfeldt, pmm Henry Goldenberg, ce	Bruce Grant, fd Larry Ray, sd Sandra Lea, wd	Assoc. AP RCA

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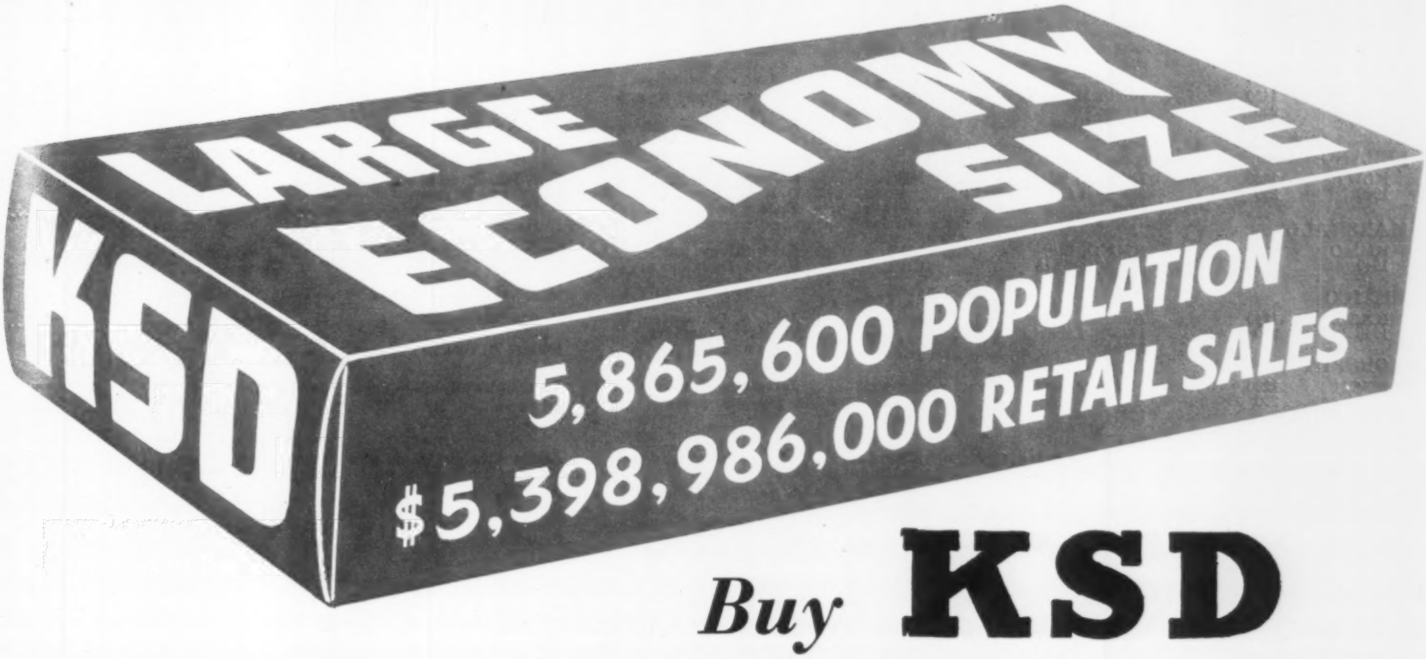
LARGE
ECONOMY
SIZE
KSD
5,865,600 POPULATION
$5,398,986,000 RETAIL SALES

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. . . 5000 watts on 550 kc day and night!

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

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KENNETT							
KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Kennett 8-4616		Paul C. Jones, p & gm Charles H. Harrison, sm Joe Bankhead, cm	John T. Reeder, pd Robert H. Connor, ce Paul E. Norton, nd	Johnny Mack, fd Charles Watson, sd Marian Norton, wd	Cap., St. AP G
KBOA-FM *1948*	*Ch. 255 (B)* *98.9mc* *6.9kw*						.... *GE*
KIRKSVILLE							
KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 5-3781	LBS	Sam A. Burk, p, g & pmm R. M. Harpster, cm	Lee Jones, pd & fd Charles Porter, ce Robert S. Herrin, nd	Warren Hewitt, sd	St. AP G
LEBANON							
KLWT 1948	1230 250	Lebanon Bcstg. Co. 221 East Commercial St. 1015	MBS	Robert C. Fields, p O. R. Wright, gm Jack Sellers, cm	Tom Miller, pd & nd Ken Corbett, pmm	E. L. Hendry, ce	L-W UP ....
MARSHALL							
KMMO 1949	1300 1,000-D	KMMO, Inc. P. O. Box 513 2328	LBS CBS	J. M. Silvey, gm Harold Douglas, m	Roger A. Gordon, c & pmm	Bettie Baldwin, pd Bill Williams, ce	L-W UP G
MEXICO							
KXEO 1948	1340 250	Audrain Bcstg. Corp. 1725 E. Liberty 2340	MBS Pearson	John A. Badaracco, p W. Earl Dougherty, g, & cm & fd	Monty Moncrieff, pd & pmm Robert B. Bruner, ce	Jim Buffington, nd Kirby Allen, sd	.... AP WE
MOBERLY							
KNCM 1950	1230 250	Moberly Bcstg. Co. Box 396 1600	Conwell	Jerrell A. Shepherd, o & gm	John Conwell, cm	James M. Lipsey, pd	L-W, Thes. UP G
MONETT							
KRMO 1950	990 250-D	Carthage Bcstg. Co. Monett 858	KBS, LBS Continental	L. C. McKenney, co-o & gm J. J. Daly, co-o & gen. slm	James Allwood, m, pd & fd Victor Cox, pmm & nd George Province, ce	Floyd Stewart, sd Carolyn Crane, wd	.... AP G
NEVADA							
KNEM 1949	1240 250	Cecil W. Roberts Third & Allison 13	KBS, LBS Conwell	Cecil W. Roberts, o Jerrell Henry, gm Al Meschi, cm	Dorothy Henry, pd Paul Gregg, ce	Dick Barnes, sd	SES. UP G
POPLAR BLUFF							
KWOC 1938	1340 250 (CP) 930 1,000-LS 500-N DA-2	Poplar Bluff Bcstg. Co., Inc. KWOC Bldg. 3922	KBS Pearson	A. L. McCarthy, p & gm Byron Kearbey Jr., sm & sd Jerry J. Higley, pd	C. O. Gray Jr., loc. advert. m Donald Lidenton, ce	John A. Thies, nd Glenn R. Scott, fd Kay Carter, wd	SES. UP ....
KWOC-FM *1948*	*Ch. 233 (B)* *94.5mc* *16kw*						.... *G*
ROLLA							
KTTR 1947	1490 250	"Show-Me" Bcstg. Co. Soest Rd. 380	KBS, LBS	Luther W. Martin, co-o, g & cm & nd	Martin M. Mitchum, co-o, & ce	Wilson C. Burkhead, co-o, pd, pmm & fd Russ Preuss, sd	Cap. AP ....
SEDALIA							
KDRO 1939	1490 250	Milton J. Hinlein 2100 West Broadway 4004	MBS, KBS Forjoe	Milton J. Hinlein, p Herbert W. Brandes, gm & nd	James F. Glenn, cm & sd Bob Harvey, pd Leman E. Jones, ce	Oland Tucker, fd Cathyrn Siron, wd	.... UP RCA
KDRO-FM *1949*	*Ch. 259 (B)* *99.7mc 15kw*						.... *GE*
SIKESTON							
KSIM 1948	1400 250	Sikeston Community Bcstg. Co. Highway 60 West 1		L. R. Bowman Jr., p H. C. Young, g & pmm	R. L. Watkins Jr., pd, fd & sd R. L. Hirsch, ce	Lee Martin, cm & wd	St. AP Col.
STE. GENEVIEVE							
KSGM 1947	1450 250 (CP) 980 500 DA-1	Donze Enterprises Inc. 245 Merchant St. 580	KBS	Elmo L. Donze, p, gm, pd & pmm	Betty Jane Donze, cm & wd	Leonard M. Rose, ce	.... UP Col.
ST. JOSEPH							
KFEQ 1923	680 5,000 DA-2	KFEQ, Inc. KFEQ Bldg. 4-0813	MBS Headley-Reed	Barton Pitts, p & gm Glenn G. Griswold, cm E. Carleton Schirmer, pd	J. Ted Branson, pmm Wally Johnson, pdm J. Wesley Koch, ce	Dee D. Denver, nd Harold J. Schmitz, fd Bob Russell, sd Nancy Major, wd	Wld., SES. AP, UP Col.
KRES 1946	1550 5,000 DA-N	Missouri Valley Bcstg. Co. 113 South 7th 4-6346	LBS Forjoe	Basil L. Kaufman, p Bill Whitlock, evp & gm Tom Carey, sm	Allen R. Menefee, pd Harry Teegarden, ce Larry Parker, nd	Paul Roscoe, sd	L-W AP G
ST. LOUIS							
*KFUO (Clayton) 1924	850 5,000-D	Lutheran Church—Missouri Synod 801 DeMun Avenue Delmar 3030		Rev. Herman H. Hohenstein, d Rev. E. J. Knoernschild, pdm	Wm. C. Krato, bus. m E. F. Schoenleber, mus. d.	Albert H. Wiese, ce	Assoc. UP WE
KFUO-FM *1947*	*Ch. 256 (B)* *99.1mc 6.7kw*						
KMOX 1925	1120 50,000	Columbia Bcstg. System 401 S. 12th St. Central 8240	CBS CBS Radio Spot Sales	J. L. Akerman, gm P. S. Anderson, cm Mark Russell, pd C. W. Doebler, pmm	Harry Harvey, ce Robert F. Hyland Jr., exec. asst. George M. Clare, pdm	Stan Daugherty, mus. d Rex Davis, nd Ted Mangner, fd Jack Norwine, sd	Assoc. AP, UP ....
KSD 1922	550 5,000 DA-N	Pulitzer Pub. Co. 1111 Olive Street Main 1111	NBC Free & Peters	Joseph Pulitzer, p George M. Burbach, gm Edward W. Hamlin, cm	Harold Grams, pd David Paternak, pmm J. E. Risk, co-ce	Pete Yarger, co-ce	.... AP, UP RCA
KSD-TV 1947		Pulitzer Pub. Co. 1111 Olive St.		(For full information see TELECASTING Yearbook)			
KSTL 1948	690 1,000-D	Radio St. Louis, Inc. American Hotel Main 0600	Forjoe	William E. Ware, p & gm William A. Knight, cm Bob Terry, pd & sd	Dolores J. Ryan, pmm Edward B. Bench Jr., ce Dick J. Kasten, asst. m	Rosemarie DiCarlo, traffic m Bob Sheehan, nd	Cap. UP Ray.
KWK 1927	1380 5,000 DA-N	KWK, Inc. 12th & Cole St. Main 9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sta. d V. E. Carmichael, vp in chg. sls.	John W. Tinnea, asst. sta. & pd Fred J. Mueller, pmm Nick J. Zehr, ce	Russell C. Kaiser, prog. coordinator John Traxler, pdm Jack Griffin, nd	.... AP WE

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ST. LOUIS (Cont'd)							
KXLW 1947	1320 1,000 DA-N	St. Louis County Bcstg. Co. 8135 Forsyth Blvd. Delmar 1320	Bolling	S. E. Sloan, p & gm Leslie P. Ware, sta. d	E. Frank Brown, pd	W. E. St. Vrain, ce	L-W UP G
KXOK 1938	630 5,000 DA-2	KXOK, Inc. KXOK Bldg. Chestnut 6000	ABC Blair	Elzey Roberts, p C. L. (Chet) Thomas, gm V. N. Springgate, cm Charles E. Burge, asst. slm	Elmer Muschany, pd Foster H. Brown, pmm Bruce Barrington, exec. asst. to m & nd	Arthur Rekart, ce Charley Stookey, fd France Laux, sd	Assoc., St. AP, UP WE
KXOK-FM *1947*	*Ch. 229 (B)* *93.7mc* *7kw*			*Ralph Stufflebam, d*			
WEW 1921	770 1,000-D	Saint Louis University 3642 Lindell Blvd. Franklin 5665		George A. Volz, gm	John G. Walsh, pmm	J. A. Volk, ce Allan Thompson, mus. d.	Assoc. L-W UP, INS ....
WIL 1922	1430 5,000 DA-N	Missouri Bcstg. Corp. Hotel Chase Rosedale 6200	LBS Pearson	L. A. Benson, p & gm R. M. Hetherington, vp in chg. sls.	Edward M. Galloway, pd Marilyn Rohan, pmm Wells Chapin, ce	Nick Pagliara, natl. slm John Carr, nd	L-W AP G
SPRINGFIELD							
KGBX 1926	1260 5,000 DA-N	Springfield Bcstg. Co. 605 Boonville Ave. 4-2822	NBC Hollingbery	T. W. Duvall, p J. Gordon Wardell, gm Carl Fox, pd & wd	Dudley Morris, pmm E. Dennis White, ce Paul Adams, nd	Keith G. Wells, sd	Thes. AP ....
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co. Inc. 610 College St. 4-1561	MBS	Floyd W. Jones, p L. C. McKenney, g & cm Welcome Stanton, pd	Doris Henderson, pmm Charles Grayston, ce Richard Hainline, nd	Bob Lee, sd	SES., St. UP G
KTTS 1942	1400 250	Independent Bcstg. Co. P. O. Box 1716 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, g & pmm	Bob Burke, cm Wendell Smith, pd William Curry, ce	Bill Bowers, nd William Maynard, sd Nancy Hopkins, wd	Wld. AP RCA
KTTS-FM *1948*	*Ch. 234 (B)* *94.7mc* *11kw*						
KWTO 1933	560 5,000-LS 1,000-N DA-N (CP) 5,000 DA-N	Ozarks Bcstg. Co., Inc. 606 St. Louis St. 2-4422	ABC Pearson	R. D. Foster, p & gm C. Arthur Johnson, vp & treas. Leslie L. Kennon, asst. m	Lou Black, pd Bill Bailey, pmm Fritz Bauer, ce	R. M. Keltner, slm Floyd Sullivan, nd Loyd Evans, fd Vern Hawkins, sd	L-W UP ....
WARRENTON							
KWRE 1949	730 500-D	W. T. Zimmerman Warrenton 198	Continental	W. T. Zimmerman, o & gm Leo Waters, cm Don Clem, pd & nd	Cal Morris, ce King Engle, fd Bob Lloyd, sd	Fern Sands, wd	.... UP G
WEST PLAINS							
KWPM 1947	1450 250	Robert Neathery E. Abe Taylor Blvd. 700	KBS	Robert Neathery, p & gm & ce	Fritze Williams Dixon, cm John Billingsley, pd Orval Barton, nd	Monk Stricklen, sd	St. AP G
KWPM-FM *1951*	*Ch. 247 (B)* *97.3mc* *1.15kw*						.... *RCA*

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JACKSONVILLE
NEW LONDON
RALLS
PIKE
PITTSFIELD
WINCHESTER
SCOTT
MORGAN
2MV/M
PIKE
CALHOUN
5MV/M
BOWLING GREEN
CARROLTON
CARLINVILLE
MONTGOMERY
HILLSBORO
MONTGOMERY
JERSEY
JERSEYVILLE
TROY
LINCOLN
MACOUPIN
BOND
MONTGOMERY
MADISON
FULTON
WARRENTON
ST CHARLES
EDWARDSVILLE
GREENVILLE
VANDALIA
FAYETTE
MARION
WARREN
ST CHARLES
KXLW
CLAYTON
ILLINOIS
CLINTON
MISSOURI
ST LOUIS
E ST LOUIS
CARLYLE
SALEM
FRANKLIN
UNION
BELLEVILLE
JEFFERSON
GASCONADE
NASHVILLE
MT. VERNON
ST CLAIR
JEFFERSON
WATERLOO
MONROE
WASHINGTON
HILLSBORO
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RANDOLPH
PINCKNEYVILLE
STEELVILLE
POTOSI
STE GENEVIEVE
CHESTER
PERRY

KXLW
1320 kc

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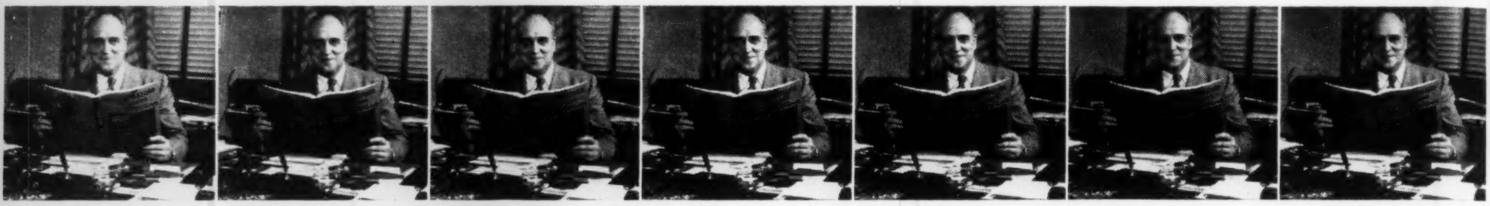

Frank Silvernail, BBD&O

day in...day out...the

Frank Coulter, Young and Rubicam

Broadcasting Yearbook

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Stanley Pulver, Lever Brothers

buyers who place

George Kern, Benton & Bowles

time on your station

Charles Wilds, N. W. Ayer

MONTANA

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ANACONDA							
KANA 1946	1230 250	Mosley's Inc. Anaconda 136	ABC, CBS, NBC McGillvra	A. J. Mosby, p & gm F. Gilbert Lieser, cm	T. K. Ryan, sd	Helen M. Ryan, pd & wd	L-W UP Ray.
BILLINGS							
KBMY 1946	1240 250	Billings Bcstg. Co. Box 2124 3-3838	MBS Inter-mountain Avery-Knodel	Rockwood Brown, mgng ptnr. Ken Nybo, g & cm	Charles G. duBois, pd & pmm	T. A. Hildrbrand, ce Ruth Ann Hines, wd	Assoc. Cap. AP G
KGHL 1928	790 5,000 DA-N	Northwestern Auto Supply Co. Fifth & North Broadway 2-2222	NBC Katz	C. O. Campbell, p Ed Yocum, g & cm Virginia Braunberger, pd	Ward X. Crowley, pmm Jeff Kiichli, ce Harry Turner, nd	M. V. White, fd Warren Marshall, sd Marian Murphy, wd	St., SES Wld. UP RCA
KOOK 1951	970 5,000 DA-N	The Montana Network 7002 S. Billings Blvd. 9-5970	CBS Rocky Mtn. Hollingbery	C. L. Crist, p J. Carter Johnson, vp V. V. (Bud) Clark, gm	Jerry Moen, cm Ed Peiss, pd & sd Grant French, ce	Cliff Ewing, nd Eileen Riedl, wd	Thes. AP ....
BOZEMAN							
KBMN 1950	1230 250	Penn Engineering Co., Inc. North 7th Ave. 2105		G. Norman Penwell, p & gm	C. J. Chucovich, cm Dan Snyder, pd	Ed Kolman, ce Ralph Evans, nd	Assoc. UP WE
KXLQ 1939	1450 250	KRBM Bcstrs. Inc. Box 345 1420	NBC Z-Bar Pacific Northwest Walker	Ed Craney, p Ernest A. Neath, g & pmm	J. Ray Bridges, cm Wally Reid, pd	Jack Provis, ce Edith Reid, wd	.... UP RCA
BUTTE							
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429	CBS Cooke	Frank Reardon, p			Thes. UP ....
KOPR 1948	550 1,000 DA-N	Copper Bcstg. Co. Finlen Hotel 6546	ABC Inter-mountain Hollingbery	Frank C. Carman, p Ed Cooney, vp & gm	George Chance, cm James Harrold, pd	James Foster, ce Horst Burgman, sd	Wld. UP G
KXLF 1929	1370 5,000	KGIR Inc. Butte 2-2344	NBC Z-Bar Pacific Northwest Walker Moore	E. B. Craney, p	Arne E. Anzjon, g & cm	W. J. Provis, ce	Mac. UP
GLENDIVE							
KXGN 1948	1400 250	Lewis Wiles Moore South Pearson Ave. 122		Lewis Wiles Moore, p Daniel C. Palen, gm	Maurice M. Schlasner, cm Charlotte C. Mansur, pd & wd	Donald J. Powers, ce Maury Martin, sd	Cap. UP Col.
GREAT FALLS							
KFBB 1922	1310 5,000 DA-N	Buttrey Bcstg. Inc. First Nat'l Bank Bldg. 4377	CBS Weed	Fred Birch, o V. P. Wilkins, gm	W. J. Towner, cm Wm. H. Mathews, pd	Wilbur Muhr, ce	Wld. UP WE
KMON 1948	560 5,000 DA-N	Montana Farmer Bcstg. Corp. Tribune Bldg. 4382	ABC, MBS Inter-mountain Avery-Knodel	Alexander Warden, p, secy-treas. Robert H. Warner, gm	Frank W. Kaull, cm Mel Hallock, pd, n & fd Eugene Bunker, trans. sup.	Herb Hunter, sd Irene Foley, wd	L-W AP RCA
KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Bar Pacific Northwest Walker	Paul A. Hatton, m	Wythe Walker (eastern) slm	Tracy Moore (western) slm	
HAVRE							
KOJM 1947	610 1,000-DA-2	North Montana Bcstg. Co. Liberty Hotel Bldg. 1096-7	MBS Inter-mountain Cooke	O. R. Rubie, p Charlotte H. Brader, gm	Frank Krshka, cm & sd James R. Saenger, pd	George H. Bauer, ce Pauline Saenger, wd	Cap. UP WE
HELENA							
KCAP 1949	1340 250	Lewis & Clark Bcstg. Corp. 1705 Jerome Pl. 4030	MBS Inter-mountain	James Flinn, p Robert Fleming, g & cm D. M. Lewing, pd	H. J. Rueggs, pmm Dean Mack, co-ce & fd Lee Dobler, co-ce	Allen Nowatny, nd Bob Johnson, sd	Assoc. UP WE
KXLJ 1937	1240 250	Peoples Forum of the Air P. O. Box 797 1240	NBC Z-Bar Pacific Northwest Walker	A. T. Hibbard, p Barclay Craighead, gm	Carl Argabrite, cm Gene Hogan, pd	Ralph Gassler, ce	.... UP RCA
KALISPELL							
KGEZ 1927	1340 250 (CP) 600 1,000 DA-2	Donald C. Treloar 7 Main St. 331-2		Donald C. Treloar, p & gm Robert Bennett, cm	Norm Fisher, pd Dick Vick, pmm, n & sd Paul Johnston, ce	Glenn Millhouse, fd Jean Fitzwater, wd	St., Wld. UP Col.
LEWISTOWN							
KXLO 1947	1230 250	W. G. Kelly E. Main St. 1210	MBS Inter-mountain	W. G. Kelly, p	M. T. Obie, g & cm	David L. Sather, ce	Wld. AP WE
LIBBY							
KLCB 1950	1230 250	Lincoln County Bcstrs. Inc., P. O. Box 565		O. G. Coburn, gm			
LIVINGSTON							
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000	MBS Inter-mountain Avery-Knodel	Paul B. McAdam, p & gm Jack Hinman, cm Gerald E. Tyo, pd & nd	John Haslam, pmm Edwin Wood, ce	Bill Zaputil, f & sd Mim Skogestad, wd	Wld. UP G

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MILES CITY							
KRJF 1941	1340 250	Star Printing Co., Inc. 13 North Sixth St. 1340-60	MBS, KBS Intermountain Avery-Knodel	(Mrs.) Sarah M. Scanlan, p Ian A. Elliot, gm & nd	Fred Hunnes, cm T. J. Biedrzycki, pmm & sd Donald Holen, pd	William Sebastian, ce Max Porter, fd Mary B. Saunders, wd	L-W, Wld. UP RCA
MISSOULA							
KGVO 1931	1290 5,000 DA-1	Mosby's Inc. Radio Central Bldg. 2155	CBS McGillvra	A. J. Mosby, p & gm F. Gilbert Lieser, cm	Marion E. Dixon, pmm, pd & fd Clifford Baker, ce	Cyrus Noe, n & sd Joan Haines, wd	L-W UP RCA
KXLL 1948	1450 250	Western Mont. Assoc. Box 1503 4114	NBC Z-Bar Pacific Northwest Walker	Pat M. Goodover, p, gm & pd	Bill Gillis, cm John Campbell, pmm & sd	Dave Green, ce	.... UP RCA
SHELBY							
KIYI 1946	1230 250	Tri County Radio Corp. P. O. Box 185 560	MBS, KBS Intermountain Cooke	John J. Hurley, o & p Bill Murphy, gm John Lyon, cm	Geo. Potter, ce Bob Bucher, fd	Bud Turk, sd Ruth Larson, wd	.... UP WE
SIDNEY							
KGCX 1926	1480 5,000 DA-1	E. E. Krebsbach 109 Central Ave. 408	MBS Great Northern Lawson	E. E. Krebsbach, p E. Clair Krebsbach, cm Keith Krebsbach, pd	Harriet Sundet, pmm O. H. Halvorson, ce Ken Dornan, nd	Fay Crush, fd Bob Roderick, sd Fay Halvorson, wd	Cap. AP RCA

NEBRASKA

ALLIANCE							
KCOW 1949	1400 250	Sandhills Bcstg. Corp. 1030 W. 3rd St. 1300		Hans Jaggers, p Gene Ackerley, gm & pd	James L. Thomas, cm Edward N. Davenport, ce	Jim Kithcart, nd George Vogel, sd	Wld. UP G
BEATRICE							
KWBE 1949	1450 250	Blue Valley Bcstg. Co., Inc. 112½ North 6th 1245	MBS Nebraska	Charles (Vanda) Brugha, gm & pd Gordon (Bud) Pentz, c & pmm	Wilbur Emerson, ce Larry Pryble, n & fd	Bill Howard, sd Elsie Heyen, wd	Cole, Thes., Wld. AP WE
BROKEN BOW							
KCNI 1949	1490 250	Custer County Bcstg. Co. Broken Bow 611	LBS	Bud Crawford, p, g & cm, pd, ce	Georgia A. Crawford, wd Bob Conger, sd	Donald F. Hill, fd Scott Insley, nd	Cap. UP G
COLUMBUS							
KJSK 1948	900 1,000-D	Geo. Basil Anderson P. O. Box 460 5154	KBS Continental Biddick	Geo. Basil Anderson, p & gm Milo Kincaid, cm	Florence Anderson, pd & wd Max Reeves, ce	Carl Rafferty, n & sd Gene Jones, fd	SES., Thes., Wld. AP G
FREMONT							
KFGT 1939	1340 100	Walker Newspapers Inc. 118 East 5th St. 1060	MBS	Lester A. Walker, gm			Cap. AP ....
GRAND ISLAND							
KMMJ 1925	750 1,000 L-WSB	KMMJ Inc. Cedar at Division 703	ABC H-R Rep.	Don Searle, p Bill Martin, vp, g & cm Rex Lathen, reg. slm	Nay Deines, pd & sd Quintin McGredie, pmm U. L. Lynch, ce	Geo. Kister, pub. service, n & fd Helen Clark, wd	SES., Wld. UP Col.
HASTINGS							
KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 2-5101	MBS, KBS	Fred A. Seaton, p Duane Watts, g & cm	Lloyd Thomas, pd, pmm, n & fd Duane Allison, ce	Bill Veidt, sd	St. INS RCA
KEARNEY							
KGFW 1930	1340 250	Central Nebr. Bcstg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS Nebraska	Lloyd C. Thomas, p & gm John W. Yeager Jr., cm	Elen Selah, pd & wd Jack Lewis, ce	Don Sherrill, nd Bill Morris, f & sd	Wld. UP Col.
LEXINGTON							
KRVN 1951	1010 25,000-D DA-1	Nebraska Rural Radio Assoc. Inc. 104 West Eight St. 716	LBS Taylor	Jay Person, p Max Brown, gm Dan Bellus, cm	Gary Schroeder, pd Thomas Copeland, ce	Patricia Doyle, traffic m & music d Art Pendray, fd	St. AP RCA
LINCOLN							
KFOR 1924	1240 250	Cornbelt Bcstg. Corp. Stuart Bldg. 2-6965	ABC Petry	James Stuart, p George T. Bastian, evp	George X Smith, s & cm Ken Greenwood, pd & sd Lydia Nekuda, pmm & wd	Charles W. Winkler, ce Kenneth Wayman, nd	Cap., St. AP
KFOR-FM *1948*	*Ch. 275 (B)* *102.9mc* *22kw*						.... *WH*
KLMS 1949	1480 1,000 DA-2	Lincoln Bcstg. Corp. 130 North 16th St. 2-7579	Indie Sales	Howard A. Shuman, p J. Russell Joynt, gm			Assoc. ....
KOLN 1947	1400 250	Inland Bcstg. Co. 211 Federal Securities Bldg. 2-7218	MBS Pearson	Paul R. Fry, p Harold E. Anderson, g & cm William E. Lucas, pd	Twila Walker, pmm Marvin Korinek, ce Betty Craig, nd	Bud Shaner, sd Elsie Neely Sanderson, wd	Wld. AP WE
McCOOK							
KBRL 1947	1450 250	The McCook Bcstg. Co., Inc. Highway 83 at "J" St.	MBS McGillvra	LeRoy W. Lenwell, p, gm & ce	Gilbert Mitchell, pd	Jack Rogers, nd	St. AP G
NORFOLK							
WJAG 1922	780 1,000 L-WBBM	Huse Pub. Co. 6th & Norfolk Ave. 432	Walker	E. F. Huse, p Bob Thomas, gm Vernon Stedry, cm	Glen Hixson, pd Evans Meier, pmm & sd Frank Wiedenbach, ce	(Mrs.) Mae Lee, office m Cleo Schroeder, fd Mary Moore, wd	St. AP ....
NORTH PLATTE							
KNBR (CP)	970 1,000-D DA	John Townsend 212 N. Jeffers St.		John Townsend, o Emil Odean, gm	Vincent Freeman, cm	Stanley L. Deppen, pd & nd Leland Fenecey, music d	SES, Thes. UP ....
KODY 1930	1240 250	Radio Station KODY 1521 W. 12th St. 382	NBC, KBS Blair	John Alexander, p & gm Joseph A. diNatale, cm & sd	Bill Wood, pd Wilma McNeel, pmm H. Jay Blakesley, ce	Jerry Wing, office m & wd Charlie Craig, nd Ed Launer, fd	L-W, Wld. AP ....

NEBRASKA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
OMAHA							
KBON 1942	1490 250	Inland Bcstg. Co. 676 World Insurance Bldg. Jackson 8282	MBS Pearson	Paul R. Fry, p Richard E. Welna, sm & ce	Ernest S. Priesman, cm Richard F. Low, pd Beverly Bush, pmm	Dick McCann, nd Ed Morgan, sd Mayme Allison, wd	Assoc. AP WE
KBON-FM *1948*	*Ch. 254 (B)* *98.7mc* *8.7kw*			*Edward M. Morgan, cm*			*Assoc. Wld.* .... *GE*
KFAB 1924	1110 50,000 DA-N	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS Free & Peters	Joe W. Seacrest, chmn. of bd. Fred S. Sidles, p Harry Burke, gm	Harold Soderlund, cm Lyell Bremser, pd & sd Don Shoemaker, pmm Art Stewart, trans. engr.	Carl Uhlarik, nd William MacDonald, fd Nancy Condon, wd	L-W, SES. AP, UP WH
KMTV (TV) 1949		May Bcstg. Co. 2615 Farnam St.		(For full information see TELECASTING Yearbook)			
KOIL 1925	1290 5,000 DA-N	Central States Bcstg. Co. 511 South 17th St. Jackson 7626	ABC Nebraska Petry	James Stuart, p W. J. Newens, gm Arden Swisher, cm	Virgil Sharpe, pd Charles Frandsen, pmm Charles Winkler, ce	James Craren, nd Bob Steelman, sd Belle West, wd	Cap., St. AP, INS RCA
KOWH 1922	660 500-D	Mid-Continent Bcstg. Co. Kilpatrick Bldg. Atlantic 2228	Bolling	Robert H. Storz, p Todd Storz, vp & gm Gaylord Avery, cm & pd G. William Armstrong, pmm	Dale L. Moudy, ce Frank C. Lester, studio sup. James F. O'Neill, pdm	Walter Kavanagh, nd Donald Loughnane, fd Jack Sandler, sd Marian Crook, wd	.... AP, UP RCA
WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC Blair	Fred O. Bohen, chmn. of bd E. T. Meredith Jr., p Frank P. Fogarty, gm	Ray Olson, pd Bill Wiseman, slm Merrill Workhoven, pdm Ken Quaife, pmm	William J. Kotera, ce Jim McGaffin, nd Mal Hansen, fd Jack Payne, sd Martha Bohlsen, wd	St., Wld., SES. AP, UP WE
WOW-TV 1949		Radio Station WOW Inc. 3509 Farnam St.		(For full information see TELECASTING Yearbook)			
SCOTTSBLUFF							
KNEB 1948	960 1,000-LS 500-N DA-2	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	MBS Holman	John R. Jirdon, p Russ M. Stewart, gm Byron R. Joachim, cm	Betty Hoff, pd & wd Duke Whitfield, pmm Les Proctor, ce	Arthur Taylor, nd Fred Walgren, fd Keith Roper, sd	Cap., L-W AP GE
KOLT 1929	1320 5,000-LS 1,000-N DA-2	Hilliard Co. 1517½ Broadway 856	CBS McGillvra	L. L. Hilliard, p & gm Lew Hunter, cm Wm. G. Walter, pd	Virl Davis, pmm Harland Morrison, ce Bill Brennan, nd	Dick Ingwerson, fd Tony Kehl, sd	St. UP G
SIDNEY							
KSID (CP)	1540 250-D	Sidney Bcstg. Co.	McGillvra	Wm. C. Grove, p			

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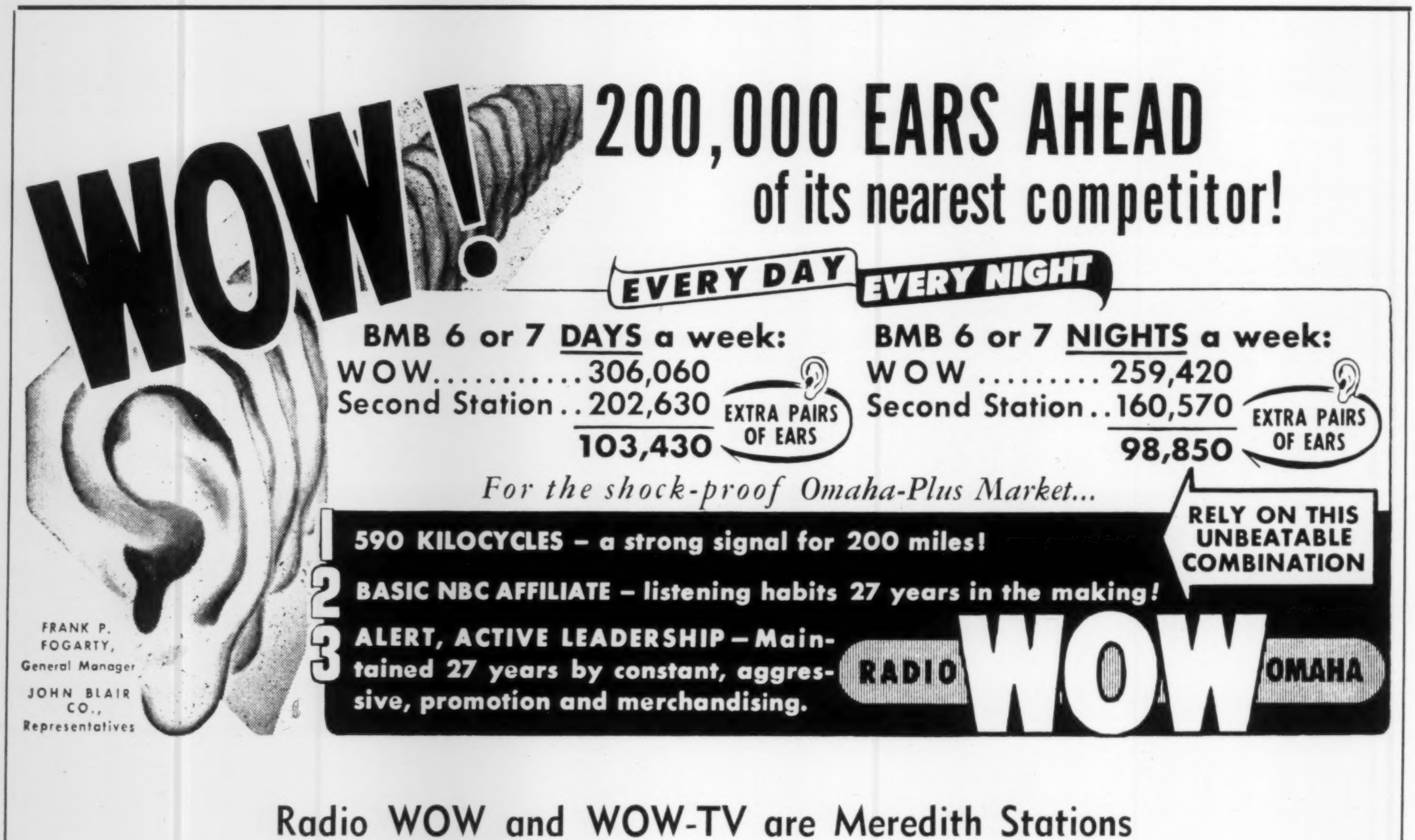

200,000 EARS AHEAD
of its nearest competitor!

EVERY DAY EVERY NIGHT

BMB 6 or 7 DAYS a week:
WOW..........306,060
Second Station..202,630
103,430 EXTRA PAIRS OF EARS

BMB 6 or 7 NIGHTS a week:
WOW.........259,420
Second Station..160,570
98,850 EXTRA PAIRS OF EARS

For the shock-proof Omaha-Plus Market...

1 590 KILOCYCLES – a strong signal for 200 miles!
2 BASIC NBC AFFILIATE – listening habits 27 years in the making!
3 ALERT, ACTIVE LEADERSHIP – Maintained 27 years by constant, aggressive, promotion and merchandising.

RELY ON THIS UNBEATABLE COMBINATION

RADIO WOW OMAHA

FRANK P. FOGARTY,
General Manager
JOHN BLAIR CO.,
Representatives

Radio WOW and WOW-TV are Meredith Stations

NEVADA

ELKO

KELK 1948	1240 250	Elko Bcstg. Co. P. O. Box 790 260		Chris Sheerin, p John J. Gammick, g & cm & sd	Ned Lynch, pd & pmm	Lee Peer, ce & nd	St. UP Ray.

ELY

KELY 1950	1230 250	Hansen & Bradley P. O. Box 1088 2077		David I. Hansen, co-o, co-gm & co-ce	Dale V. Bradley, co-o, co-gm & co-ce	David T. Ireland, pd & nd Paul E. Norris, pmm	Cap., Wld. INS Col.

LAS VEGAS

KENO 1940	1460 1,000 DA-N	Nevada Bcstg. Co. The Strip 1400	ABC Grant	Maxwell Kelch, p & gm Thompson Magowan, cm	K. P. O'Connell, pd & pmm R. O. Dow, ce	Ed Oncken, nd Bob Clemens, sd	.... INS Col.
KENO-FM *1947*	*Ch. 280 (A)* *103.9mc* *.33kw*						.... GE
KLAS 1948	1230 250	Las Vegas Bcstg. Co. Box 1510 4646	CBS Hollingbery	Fred Stoye, p & gm Carl Paige, cm & sd	John Ryken, pd & nd Maxine Lunt, pmm	Gregg Gelhart, ce Annilee Gordon, wd	.... GE
KORK 1951	1340 250	Vegas Valley Bcstg. Co. Hotel Thunderbird 6500	NBC	David McKay, p Jack Kehoe, sm	George Corneal, pd Bill Binford, ce	Len Ross, sd	.... UP WE
KRAM 1948	920 1,000-LS 500-N-DA	Boulder City Bcstg. Co. Hotel Flamingo 920	MBS, KBS Avery-Knodel	Edward J. Jansen, p Truman B. Hinkle, g & cm	Jean Paul King, pd, n & sd	Paula Clark, pmm Fred Young, ce	Wld. UP Col.

RENO

KATO 1946	1340 250	Sierra Bcstg. Co. Box 2231 2-4501	MBS Don Lee Pearson Western	R. K. Wittenberg, p & ce	R. L. Stoddard, gm & sd	Robert Hughes, cm	....
KOH 1928	630 5,000-LS 1,000-N DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 3-5106	NBC Raymer	Eleanor McClatchy, p Hewitt M. Kees, sm Merle L. Snider, cm	Bruce D. Branson, prog. m Wesley Craig, ce	George Umbenhaur, nd Charles Harris, fd	Cap. UP ....
KOLO 1946	920 1,000 DA-1	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS Hollingbery	David McKay, p H. G. Wells, g & cm Bill Ruff, pd & nd	Bob Tower, pmm Merle Peterson, ce	Noble Crew, fd Roz Smith, wd	.... UP ....
KWRN 1947	1490 250	Nevada Radio-TV, Inc. Riverside Hotel 3-6156	ABC, LBS Grant	Kenyon Brown, p Frank McLaurin, gm Jack Stodelle, cm Mark Curtis, pd	Jim Luce, pmm W. C. Comer, ce Gene Elyot, nd	Walt Reese, fd Bob McClure, sd Tosca, Masini, wd	.... UP RCA
KWIK 1946	1440 1,000 DA-1	Eastern Ida. Bcstg. & TV Co. Bannock Hotel 3400	ABC, MBS Inter-mountain Avery-Knodel	James M. Brady, p Charles Crabtree, gm Don W. Burden, cm	Dick Wright, pd & pmm Delbert Williams, ce John Suchy, nd	Martha, Sorenson, traffic d Bill O'Donnel, sd Norma Adamson, wd	Wld. AP ....

NEW HAMPSHIRE

BERLIN

WMOU 1946	1230 250	White Mts. Bcstg Co., Inc. 40 Main St. 1797	KBS Radio Reps. Kettell-Carter	John W. Guider, o & p Jock MacKenzie, gm, pd, pmm & sd	Ambrose F. Hickey, cm Herschel M. Howe, act. ce Ruth M. Richards, treas.	Robert H. Holland, nd Myrtle Anderson, wd	L-W AP Ray.

CLAREMONT

WTSV 1948	1230 250	Granite State Bcstg. Co. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	William J. Barkley, p W. J. Rust Jr., gm	Fred C. Stearns Jr., sta. & cm F. Richard Hill, pd	Albert J. Davis, ce Joseph V. Shaw, nd	.... UP ....
WTSV-FM *1948*	*Ch. 291* *106.1mc* *4.8kw*						

NEW HAMPSHIRE—(Continued)

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CONCORD							
WKXL 1946	1450 250	Capitol Bcstg. Co., Inc. 110 N. Main St. 4180	CBS Young	Henry Silver, p Maurice Silver, vp Samuel Camann, treas.	Thomas Frank, gm & pd Sydney E. Clarke, cm Robert Wright, ce	Donn Tibbets, sd Vera Tovey, wd	.... AP RCA
HANOVER-LEBANON							
WTSL 1950	1400 250	Granite State Bcstg. Co. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	William J. Barkley, p W. J. Rust Jr., gm	Henry Lewis, cm Malcolm Morse, pd	William Heiser, ce	.... UP ....
KEENE							
WKNE 1927	1290 5,000 DA-1	WKNE, Corp. 17 Dunbar St. 2080	CBS Meeker	Joseph K. Close, p & gm Frank B. Estes, cm Osborn C. Wade, pd	Ted B. Sawyer, pmm Ernest Batchelder Jr., ce George W. Smith, treas.	Howard Wheelock, nd Stacey Cole, fd Don Roberts, sd Ruth Reddington, wd	Wld. AP WH
LACONIA							
WLNH 1922	1340 250	Northern Bcstg. Corp. 653 Main St. 2300	MBS Yankee Grant Kettell-Carter	Genevieve Windgate, p Arthur I. Rothafel, gm	Irving Kaizer, pd Walter Avery, ce	George Ehrlich, sd Lillian Walker, wd	.... AP G
MANCHESTER							
WFEA 1932	1370 5,000	N. H. Bcstg. Inc. 286 Franklin St. 5-5491	CBS Young	Morris Silver, p Warren H. Journay, g & pmm & pd	Saul Gross, cm Reginald A. B. Schow, ce Frank Finning, pdm	George Christie, sd Adeline Casseboom, wd	L-W AP RCA
WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St. 4-4075	Granite Bolling	William J. Barkley, p W. F. Rust Jr., gm Norman Bailey, sm	Ralph Gottlieb, cm William Carlisle, pd Royston Phillips, ce	Leo Cloutier, sd Connie Stackpole, wd	.... UP ....
WKBR-FM *1947*	*Ch. 261 (A)* *101.1mc* *1kw*						
WMUR 1951	610 5,000-LS 1,000-N DA-2	Radio Voice of N. H., Inc. 1819 Elm St. 5-5788	ABC Weed	Hon. Francis P. Murphy, o & p Hervey Carter, m & cm Gordon E. Moore, asst. m	Bernie Mack, pd & pmm Vincent H. Chandler, ce Tom Power, nd	Bob Webster, fd Bob Martin, sd Esther Ayer, wd	Wld. UP RCA
NASHUA							
WOTW 1947	900 1,000	Nashua Bcstg. Corp. Lund Rd. 5000	Walker	Arthur A. Newcomb, p & gm	Norman R. Delude, c & pmm Paul H. Keefe, pd	William B. Young, ce Edward Lecius, n, f & sd Pat Sprague, wd	Wld. UP Ray.
WOTW-FM *1948*	*Ch. 292 (A)* *106.3mc* *1kw*						
PORTSMOUTH							
WHEB 1932	750 1,000 L-WSB	WHEB, Inc. 3 Pleasant St. 4080	MBS Walker	Charles M. Dale, p & gm Lucien E. Dumont, pd & nd	Antonio Vaccaro, ce John D. Kane, sd	(Mrs.) Phyllis M. Dumont wd	Wld. AP Col.
ROCHESTER							
WWNH 1948	930 1,000-D	Strafford Bcstg. Corp. Rochester 1400	Granite Bolling Borgatti	A. J. K. Malin, p & gm M. Chester Ball, cm Howard B. Martin, sm	George Michael, pd, f & sd Mary G. Verrette, traffic m Thomas E. McLaughlin Jr., ce	Harold Hutchins, nd Martha Mallory, wd	.... UP Col.

NEW JERSEY

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executives			Transc. Library, News Service Transmitter
ALPINE							
WFMN-FM *(KE2XCC)* *1943*	*Ch. 226 (B)* *93.1mc* *6kw*	*Edwin H. Armstrong* *Alpine* *Closter 5-1088*					
ASBURY PARK							
WJLK 1926	1310 250	Asbury Park Press, Inc. Press Plaza 2-3000	McGillvra	Wayne D. McMurray, p Thomas B. Tighe, sm	Margaret S. Curtis, cm & wd Everett Rudloff, pd	Frank Huber, ce Frank Wilgus, nd	Assoc. AP RCA
WJLK-FM *1947*	*Ch. 232 (A)* *94.3mc* *1kw*			*Ernest W. Lass, gm*			.... GE
ATLANTIC CITY							
WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	CBS Pearson Kennedy	Fred Weber, p Russell E. Truex, cm Ed Davis, pd	George Lewis, pmm Blair Thron, ce Sue Hanna, traffic m	Fred Haggerty, nd Edward Wolpart, sd Hazel Hartman, wd	.... UP RCA
WFPG-FM *1948*	*Ch. 253 (B)* *98.5mc* *15.5kw*						.... G

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Serving the 107th Market of the Nation

WFPG Atlantic City, N. J.

CBS Radio Network for New Jersey

with **MORE play-by-play sports • MORE network programs • MORE news** *from its* **408 FOOT TOWER**

(Tallest structure in New Jersey, south of Newark)

Studios on THE FRIENDLY GROUP *Steel Pier*

WSTV Steubenville | **WPIT** Pittsburgh | **WHEE** Boston | **WFPG** Atlantic City

WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Convention Hall 4-1340	ABC, MBS Forjoe	Richard Endicott, p David H. Freedman, gm & cm Jack Sheffrin, pd & nd	Harriet Lippman, pmm Earle Godfrey, ce	Ralph Glenn, sd Mildred Freeland, wd	Assoc., Wld. AP RCA
BRIDGETON							
WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Carll's Corner 2930	Clark	Russell Henderson, p Paul Alger, vp & gm Jerry Alden, cm & sd	Joseph A. McCulley Jr., pd Allen Simms, pmm Francis Fekel, ce	Don Hart, n & fd Jane Mixner, wd	Thes. UP RCA
WSNJ-FM *1947*	*Ch. 255 (B)* *98.9mc* *9kw*						.... *RCA*
CAMDEN							
WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600		Willard C. Schriver, d John Cleary, g & cm	Robert Swanson, pd & sd John Kennedy, pmm	John Zander, ce Mary Haines, wd	St. UP RCA
WKDN 1948	800 1,000-D	South Jersey Bcstg. 2881 Mt. Ephraim Ave. Emerson 5-7200		Ranulf Compton, p & gm Gordon Giffen, sm	Jerry Williams, pd & pmm Fredrick Chasssey, ce Robert Ross, nd	Doug Warren, sp. events d	Assoc., SES. AP Ray.
ELIZABETH							
WPOE(FM) *1949*	*Ch. 244 (B)* *96.7mc* *1kw*	*Radio Elizabeth Inc.* *1143 E. Jersey St.* *2-3460*		*Robert C. Crane, p* *Seymour De Witt, sm, pd & ce*	*Ned Black, cm* *Johnny Whalen, sd*	*Marion E. Neeson, wd & adm. asst.*	*Assoc., SES.* *UP* *RCA*
MORRISTOWN							
WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. Park Square Bldg., P. O. Box 345 4-5700		George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm	Robert Vesel, pd Rudolph C. Prow, ce Merrill Morris, n & fd	Ned Ehlers, sd Mary Bradley, wd	Assoc. AP Ray.
NEWARK							
WAAT 1922	970 5,000 L-S 1,000-N DA-N	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400		Irving R. Rosenhaus, p & gm	Edward S. Lennon, vp in chg. sls. & cm George Green, pd	Frank V. Bremer, vp & ce Edward H. Reeves, engr. in chg. opers.	.... AP Col.
WAAT-FM *1947*	*Ch. 234 (B)* *94.7mc* *13.5kw*						.... *Col.*
WATV(TV) 1948		Bremer Bcstg. Co. 1020 Broad St.		(For full information see TELECASTING Yearbook)			
WHBI 1921	1280 2,500-LS 1,000-N ST-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354		James L. Shearer, p	William A. Masi, pd & pmm	Herman Foster, ce	.... WE
WNJR 1947	1430 5,000 DA-N	North Jersey Radio Inc. 91-93 Halsey St. Market 3-2700		Edward W. Scudder Jr., p Harry D. Goodwin, g & cm Steven Van Gluck, pd	Arnold Snyder, pmm Peter Testan, ce Tom Costigan, nd	Will Peigelbeck, fd Louise Powers, wd	St. UP RCA
WNJR-FM *1948*	*Ch. 274 (B)* *102.7mc* *20kw*						.... *WH*
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600	Hollingbery	Ivon B. Newman, chief officer, vp, gm & cm	Helen Sutton, sm	Bernard Kellom, ce	Wld. UP Fed.
NEW BRUNSWICK							
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450		James L. Howe, p Robert L. Williams, gm Kenneth Leslie, cm	James M. Vogdes, asst. sm Barbara M. Bauer, pd Victor Takach, ce	Joseph Dembo, nd Tony Marano, sd	Wld. AP RCA
WCTC-FM *1948*	*Ch. 252 (B)* *98.3mc* *1kw*						.... *Col.*
WDHN(FM) *1948*	*Ch. 228 (B)* *93.5mc* *1kw*	*Home News Pub. Co.* *137 Church St.* *Kilmer 5-4000*		*Hugh N. Boyd, gm* *Neil F. Arveschoug, cm, pd & ce*	*Eugene Halasz, asst. ce*	*James Parker, asst. pd*	.... *RCA*
PATERSON							
WPAT 1941	930 5,000 DA-2	North Jersey Bcstg. Co. Inc. 66 Hamilton St. Armory 4-3400, Pennsylvania 6-2945		Richard Drukker, p	D. J. Wright, evp & gm	Earl Lucas, ce	Assoc., SES., L-W AP, UP ....

This is **WNJR** *the station that is Custom-tailored for the Great Northern New Jersey audience!*

Where **LISTENERS** tune *first* for fast-breaking Jersey News!
They expect—and get—"on-the-spot" coverage of all top news events, major disasters and elections. They hear the best in music, the latest in sports.

Where **ADVERTISERS** know that WNJR is a *must* station to sell and service the 3,833,000 people in this major market.

FLASH!

RADIO DOLLARS, the audience-building, sales producing premium plan, is now at work in North Jersey exclusively on

WNJR
RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME
91 Halsey St., Newark 2, N. J.

MArket 3-2700
COrtlandt 7-8070

NEW JERSEY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
PLAINFIELD							
WXNJ(FM) *1947*	*Ch. 280 (A)* *103.9mc* *1kw*	*WXNJ Inc.* *111 E. Front St.* *6-1039*		Lucien M. Merle, p	James R. Bird, sm		Thes. INS ....
PLEASANTVILLE							
WOND 1950	1490 250	Pioneer Bcstrs. Inc. Old Turnpike 3971		Charles Rupp, p John G. Struckell, gm & pd	Milton Thurlow, ce Bill Gregory, nd George Anthony, sd	Larry Carle, pmm Peggy Lucca, wd	St. .... GE
TRENTON							
WBUD 1947	1260 1,000 DA-1	Morrisville Bcstg. Co. 108 N. Broad St. 4-7191		Vena S. Hardin, p Richard M. Hardin, gm James Stolcz, cm	Fred Walker, pd & pmm William A. Brewer, ce Harry Alleva, nd	Harold Saidt, sd Nan Rednor, wd	Wld. AP G
WTNJ 1928	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149		Frank Brooks, pd			SES. ....
WTOA(FM) *1949*	*Ch. 248 (B)* *97.5mc* *14.5kw*	*Mercer Bcstg. Co.* *558 Ingham Ave.* *5-8541*	*Transit Radio* *H-R Reps.*	*Jerome P. McCarthy, m*			*Assoc., L-W* *UP* ....
WTTM 1941	920 1,000 DA-1	Trent Bcstg. Corp. 541 E. State St. 5-8515	NBC Forjoe	Elmer H. Wene, p S. Carl Mark, evp. & gm	Fred L. Bernstein, cm Irving Gruper, pmm	Theodore P. Kilmer, ce Fulton Arnold, sd	.... AP RCA
VINELAND							
WWBZ 1946	1360 1,000 DA-N	Community Bcstg. Service, Inc. 633 Wood St. 7-1360	Kennedy	Joseph M. Bullock, p Fred M. Wood, gm & fd	John Serra, cm Dorothy H. Carlson, pd	A. Harry Zoog, ce	Wld. UP Col.
WILDWOOD							
WCMC 1951	1230 100	Francis J. Matrangola 3300 Pacific Ave.		Francis J. Matrangola, o			
ZAREPHATH							
*WAWZ 1930	1380 5,000 DA-2 ST-WBNX	Pillar of Fire Zarephath Bound Brook 9-0102		Arthur K. White, p Kathleen White, gm	Norman Fournier, pd	N. L. Wilson, ce	

NEW MEXICO

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
ALAMOGORDO							
KALG 1950	1230 250	William Wayne Phelps Box 268 311	MBS Don Lee Intermountain Avery-Knodel	Wayne Phelps, p, gm, cm & pd	Merilyn Cromer, wd Pete Paulos, ce	Floyd Grady, sd	.... UP G
ALBUQUERQUE							
KDEF (CP)	1280 1,000-D	Frank Quinn 619 N. 17th St.					
KGGM 1927	610 5,000	New Mexico Bdcstg. Co. Kimo Bldg 3-4543	CBS Weed	A. R. Hebenstreit, p Bob Van Driel, pmm	Vergie Abeyta, traffic m & wd Leonard Dodds, ce	Ed Parker, sd Jerry Nessler, nd	Wld. AP, UP RCA
KOAT 1946	1240 250	Alvarado Bcstg. Co., Inc. 122 S. Tulane 5-7501	ABC Young	Herbert Wimberly, p	A. M. Cadwell, vp & gm	Ray Malmberg, pd Donald Delaney, ce	Cap, L-W UP Ray.
KOB 1921	770 50,000 LS 25,000-N (CP) 50,000	Albuquerque Bcstg. Co. 5th & Silver 3-4411	NBC Branham	T. M. Pepperday, p J. I. Meyerson, gm Rolf Nielsen, pd	Mary Moses, pmm George Johnson, ce Robert McCoy, co-nd	Tom Doyle, co-nd Cecil Herrill, fd Charles Teas, sd	St. AP, INS RCA
KOB-TV 1948		Albuquerque Bcstg. Co. 234 S. Fifth St.		(For full information see TELECASTING Yearbook)			
KVER 1947	1340 250	KVER Bcstg. Corp. 317 N. Broadway 3-1744	MBS Intermountain Great West Avery-Knodel	Bert Arnold, vp & gm Ted Nelson, asst. gm Keith Tye, sm	Miles Johns, cm Larry Darley, slm Wilfred Smith, ce Jack Lynn, pd & nd	Joe Cole, fd Jack Moran, sd Jule Erickson, co-wd Ricci Bush, co-wd	.... AP G

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KVER

ALBUQUERQUE, N. M.

Mutual

Intermountain Networks

KVER gives concentrated coverage of the newest, fastest growing metropolitan market area in the United States. It's Albuquerque's sports station, featuring Major & Minor league baseball, football and basketball. Spanish programs throughout the day appeal to Albuquerque's Spanish speaking people, representing over 50% of its population.

Represented By

AVERY-KNODEL INC.

NEW YORK — CHICAGO
SAN FRANCISCO
DALLAS — ATLANTA
LOS ANGELES

ARTESIA							
KSVP 1946	1450 250	Artesia Bcstg. Co. 1450 S. Roselawn 650	MBS, KBS Intermountain	Martin Yates III, p Dave Button, gm	Dave Adams, cm Pat Ketelsen, ce	Rusty Ayers, nd & sd Lucille Smith, traffic m	St. UP G
CARLSBAD							
KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 601 N. Canal St. 5-4101	CBS Southwest Taylor	Val Lawrence, p Norman Loose, gm	Vernon Spidahl, cm Alexander Pitcaithley, pd	Harland Nifong, ce Mike Kirmeyer, sd	.... AP G
KPBM 1950	740 1,000-D	Coronado Bcstg. Co. 313 West Mermod 5-5373	Liberty McGillvra	Maurice F. McEvoy, p & gm	Luther S. Pully Jr., ce Darrell A. Swayze, cm	Wayne F. Scott, pd	L-W AP G
CLAYTON							
KLMX 1949	1450 250	Ari-Ne-Mex Bcstg. Corp. Fair Grounds Box 7 616		Arthur Jernigan, p Franklin E. Vale, gm, pd, pmm, n & fd	James J. Morris, cm Robert D. Waters, ce	Darrell Tucker, sd Mildred McCaleb, wd	Cap. UP G
CLOVIS							
KCLV (CP)	1240 100	New-Tex Bcstg. 904 Rose St.					
KICA 1933	980 1,000 DA-N	Hugh DeWitt Landis & Ross B. McAlister 520 Pile St. 5511	MBS Intermountain Melville	Hugh DeWitt Landis, ptnr., g & pmm C. O. Kendrick, cm	Juanita Goodman, wd Vernon Hughes, ce Harold Cook, pd	Bob Cook, nd Joe Collins, sd	Assoc., **L-W** AP RCA
FARMINGTON							
KVBC 1951	1240 250	Valley Bcstg. Co. Box 1117 307 W		Marvin E. Bowles, p, gm & ce	Don Houston, nd Maxcyne Parker, cm	Marilu Marshall, pd	L-W UP RCA
GALLUP							
KGAK 1946	1230 250	The Thunderbird Bcstg. Co. P. O. Box 1150 1177	KBS McGillvra	Merle H. Tucker, p, gm, & pd	Robert Adamson, ce & fd	Mida Tucker, secy-treas. & wd	Cap. L-W UP
HOBBS							
KWEW 1938	1490 250	KWEW, Inc. 116 E. Dunnan Hobbs 3-3137	MBS, KBS Southwest Taylor	Mrs. Theresa Whitmore, p Harry McAdams, gm & nd	Gilbert Haugen, asst. m & sd Dortha Montgomery, pd	Roy T. Evans, ce Phil C. McGee, cm Pam Clark, wd	Mac., **L-W** UP RCA
LAS CRUCES							
KOBE 1947	1450 250	Mesilla Valley Bcstg. Co. 902 N. Main St. 1121	MBS Intermountain Best	C. L. Knight, p Lydia S. Sleppy, gm & wd Robert O. Bradley, cm	Carl J. Gustafson, pmm Howard L. Maudlin, ce & sd	Bruce Pedersen, nd Cecil Herrell, fd	.... UP ....
LAS VEGAS							
KFUN 1941	1230 250	Southwest Bcstrs. Inc. P. O. Box 710 12	MBS Intermountain Best	Ernest N. Thwaites, p, g & cm	Dorothy G. Thwaites, pd	A. F. Schultz, ce	St. UP G
LOS ALAMOS							
KRSN 1949	1490 250	Alvarado Bcstg. Co. Community Center 2-4422	ABC, LBS Young	Herbert W. Wimberly, p A. M. Cadwell, gm Robert Y. Porton, c & pmm	William Spack Jr., pd & nd John L. Lockhart, ce	Jack McCormick, sd Kay Richardson, wd	Cap. UP RCA
PORTALES							
KENM 1950	1450 250	Plains Bcstg. Co. Box 1019, Roswell, N. M. 600	LBS Taylor	Theresa Whitmore, p G. F. (Jud) Roberts, gm	Clarence Garner, cm	William McCreary Jr., ce LaNelle Eason, wd	L-W, **Mac.** UP G
RATON							
KRTN 1948	1490 250	Southwest Bcstrs. Inc. P. O. Box 710 Las Vegas, N. M. 12	MBS Intermountain Best	E. N. Thwaites, p & gm	Stanley K. Brown, sta. & cm & sd	A. F. Schultz, ce	St. UP G
ROSWELL							
KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson 2000	MBS Southwest Intermountain Taylor	Theresa Whitmore, p G. F. "Jud" Roberts, gm & sd	Almarie Oldfield, pd L. J. McNemee, ce	Lorraine Ackroyd, wd	L-W, **Wld.** UP G
KSWS 1947	1230 250	McEvoy Bcstg. Co. 401 N. Richardson 2400	ABC McGillvra	Paul B. McEvoy, p John A. McBoyle, gm	Jack Schafer, cm Ray R. Summersgill, ce	Mary L. Jones, pd & wd	Assoc. AP Ray.
SANTA FE							
KTRC 1946	1400 250	Alvarado Bcstg. Co., Inc. 208 E. Marcy St. 3-6335	ABC, LBS Young	H. W. Wimberly, p Al Paul Theil, pmm & nd	A. M. Cadwell, vp & gm Acton Tillery, ce	Hugh M. Gray, pd, c & sta. m Bee Marks, wd	Cap. UP RCA
KVSF 1935	1260 1,000	Santa Fe Bcstg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreit, p Ivan R. Head, g & cm & nd	Arleen Davy, pd Bob FitzGerald, pmm	Elvin J. Vanderwood, ce Claire Tremaine, wd	Wld. AP, UP WE
SILVER CITY							
KSIL 1946	1340 250	Southwest New Mexico Broadcast Corp. 17th & Cactus Sts. 611	CBS Southwest Taylor	A. Carl Dunbar, p & cm	James H. Duncan, gm, pd & nd	Edward C. Orris, ce Bob Zimmerman, sd	.... AP Ray.
TRUTH OR CONSEQUENCES							
KCHS 1946	1400 250	Sierra Bcstg. Co., Inc. 401 Broadway 161	KBS Continental	L. R. Trainer, p Russell A. Walz, gm & nd	H. B. Gardey, cm Babe Robinson, pd	Sam Bradley, ce & sd	Cap. UP G
TUCUMCARI							
KTNM 1941	1400 250	The Mc Ma Agency 2nd and Main Sts. 100	MBS, KBS Intermountain	Grady Franklin Maples, co-o, m, pmm, n & sd	R. B. McAlister, co-o R. S. (Dick) Fox, cm	Kathryn Ann Stephenson, pd & wd David Fred White Jr., ce	.... UP G

XUM

NEW YORK

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ALBANY							
WABY 1926	1400 250	Eastern New York Bcstg. Corp Albany 2-3353	LBS Rambeau	David Kyle, p Edward L. Trudeau, gm	Paul Dennis, c & pmm Toni Brady pd & wd	Tom Stapleton, ce Bill Pope, sd	.... UP Col.
WOKO 1924	1460 5,000 DA-N	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	James T. Healey, p & gm Al Kellert, sm	Paul Baron, pd O. A. Sardi, ce	Bill Pope, sd Mildred Aiello, wd	St. AP Col.
WPTR 1948	1540 50,000 DA-1	Patroon Bcstg. Co., Inc. Hotel Ten Eyck 5-3345	Weed	J. Myer Schine, p Morgan Ryan, vp gm W. Russell David Sr., vp, sm & natl. slm	Bill Schnaudt, cm Glen Walrath, pd Howard Maschmeier, nd & pmm	Dwelle S. Hoag, ce Ellis Barrett, fd George Miller, sd Ethel Barrett, wd	Assoc., SES. AP, INS GE
WROW 1947	590 5,000-LS 1,000-N DA-2	Hudson Valley Bcstg. Co., Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, p Harry L. Goldman, gm Johnny Lee, asst. gm	Harry R. Littler, c & pmm Keyes Perrin, n & pd Charles Heisler, ce	Edward Lange, sd Elaine Drooz, wd	SES., Wld. UP RCA
WROW-FM *1948*	*Ch. 230 (B)* *93.9mc* *2.1kw*						.... *GE*
WXKW 1948	850 10,000 DA-1	Champlain Valley Bcstg. Corp. 444 Broadway 6-7676	ABC Katz	Stephen R. Rintoul, p & gm George Wetmore, d of opers.	Eugene J. Fitzpatrick, cm Paul Krutz, ce	Sherb Herrick, sd Betty Parry, wd	Cap. UP RCA
AMSTERDAM							
WCSS 1948	1490 250	Community Service Bcstg. Corp. Upper Locust Ave. 4000	LBS	William F. Schnaudt, gm	Ray Cheney, pd, asst. & pmm Guy Rauer, ce	John Page, sd Joan MacGregor, wd	Wld. UP Col.
AUBURN							
WMBO 1926	1340 250	WMBO Inc. 141 Genesee St. 2-3511	MBS Clark	William O. Dapping, p Frederick L. Keesee, gm	Robert B. Morgan, cm	Herbert House, ce	SES, Wld. AP RCA
WMBO-FM *1949*	*Ch. 241 (B)* *96.1mc* *18kw*	*Auburn Pub. Co.* *34 Dill St* *3-6211*		*Charles D Osborne, p*			.... *GE*
BATAVIA							
WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	Edmund R. Gamble, p & gm Robert E. Newstead, cm	J. Gordon Bridge, pd & pmm Fred Callender, ce	Jim Gerrety, n & sd Matt Regan, fd Lucy Burke, wd	L-W AP RCA
BINGHAMTON (Endicott)							
WENE 1947	1430 5,000 DA-1	Empire Newspapers-Radio Inc. 909 E. Main St. 5-3351	ABC Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mgng. d	Stephen W. Ryder, sm Harold E. Graves, pd & pmm	Sheldon W. Weyland, ce Harold Hancock, n & fd James A. McKechnie, sd	Assoc. AP G
BINGHAMTON							
WINR 1946	680 1,000-LS 500-N DA-2	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC Hollingbery	Donald Kramer, p C. A. Bengtson, gm E. R. Vadeboncoeur, sta. exec.	H. R. Nicholson, slm George O'Connor, pmm, & nd	Charles Bishara, pd A. A. Kelley, ce Bob Cullings, sd	L-W UP Col.

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WINR

324,395 Customers*

Now
1000 Watts Days • 500 Watts Nights
on 680 KC

*Population, New Daytime Coverage
134,020 New Nighttime Coverage

AFFILIATE
NBC

BINGHAMTON, N. Y. George P. Hollingbery, National Representatives

What kind of a *TEST CITY* is ROCHESTER, N. Y.?

● According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

#1 in New York State

#1 in the Middle Atlantic States

#7 in all cities of population from 250,000 to 500,000

#15 in all American cities of all sizes

BUT . . . "Rochester, N. Y." — as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market **area** of both urban and rural population. Hence the next question:

What is the *BEST* *RADIO BUY* in ROCHESTER?

● WHAM — and WHAM **outstandingly** — the **only** station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM'S coverage.

Rochester, N. Y. and WHAM-land
Area Served by WHAM
NEW YORK
PENNSYLVANIA

FACTS for FREE!

Write WHAM—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the WHAM-land area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.

WHAM

The Stromberg-Carlson Station
NBC Affiliate — 50,000 w. — Clear Channel — 1180 k.c.
Geo. P. Hollingbery Co., National Representative

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BINGHAMTON (Cont'd)							
WKOP 1947	1360 1,000-LS 500-N-DA-N	The Binghamton Bcstrs. Inc. 34 Chenango St. 2-3437	MBS Burn-Smith	Andrew Jarema, p & gm Samuel Handshaw, cm Wallace Buman, pd & fd	Robert S. Keller, natl. pmm	Charles Hallinan, ce Frank Dolan, nd	Wld. AP Ray.
WNBF 1927	1290 5,000-DA-N	Clark Associates Inc. P. O. Box 48 2-3461	CBS Bolling	John C. Clark, p C. D. Mastin, gm L. L. Rogers, asst. gm & treas.	S. N. Heslop, cm E. M. Scala, pd E. R. McCloskey, pmm	L. H. Stantz, ce Sam Page, fd William Kunkle, sd Sara Burbank, wd	Thes. UP WH
WNBF-FM *1942*	*Ch. 263 (B)* *100.5mc* *12kw*						....
WNBF-TV				(For full information see TELECASTING Yearbook)			*REL*
BRISTOL CENTER							
WVBT(FM) *1948*	*Ch. 238 (B)* *95.1mc* *5.4kw*	*Rural Radio Network* *118 N. Tioga St.* *Ithaca, N. Y.* *4-6301*	*Rural Radio*	*C. E. Snyder, p* *R. B. Gervan, secy-treas.* *M. R. Hanna, gm*	*D. K. DeNeuf, asst. gm., eng'g & sta. rel. d* *H. S. Brown, slm*	*J. A. Short, prog. m* *M. N. Knapp, prog. sup.* *L. Hamrick, farm service d* *T. R. Humphrey, ce*	*Assoc., St.* *UP* *GE*
BROOKLYN							
*WBBR 1924	1330 5,000 DA-1 St-WEVR, WHAZ	Watchtower Bible & Tract Society, Inc. 124 Columbia Heights Main 5-1240		N. H. Knorr, p S. B. Friend, gm	A. M. Cora, pd & nd R. H. Leffler, ce	E. Shalkoski, fd Verda Hauenstein, wd	Assoc. INS RCA
BUFFALO							
WBEN 1930	930 5,000-DA-N	WBEN Inc. Hotel Statler Mohawk 0930	NBC Petry	Edward H. Butler, p Alfred H. Kirchhofer, vp C. Robert Thompson, gm Frank W. Kelly, m	Chester E. Daly, slm W. Robert Rich, pd Joseph A. Haeffner, pmm Ralph J. Kingsley, tech. d	Richard J. Burke, nd Joe Wesp, fd Ralph Hubbell, sd Sally Work, wd	L-W, St., Thes. AP, UP, INS RCA
WBEN-FM *1946*	*Ch. 293 (B)* *106.5mc* *105kw*						....
WBEN-TV *1948*		WBEN Inc. Hotel Statler		(For full information see TELECASTING Yearbook)			*Fed.*
WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Mohawk 1400	Young	Roy L. Albertson, p James M. DeMunn, gm	Howard Schellenberg, sls dir. Thomas L. Vines, ce	William Miles, nd Gene Korzelius, sd	.... AP, UP RCA
WBNY-FM *1947*	*Ch. 225 (B)* *92.9mc* *48kw*						
WEBR 1924	970 5,000 DA-1	WEBR Inc. 23 North St. Lincoln 7133	MBS Katz	William J. Conners III, p Cy King, gm William Doerr Jr., cm	Lloyd Gibson, pd William Schweitzer, pmm Frank Ridgeway, ce	Gene Barry, nd Charley Bailey, sd Mrs. Dorothy Shanks, wd	.... AP, INS WE
WGR 1922	550 5,000 DA-N	WGR Bcstg. Corp. Rand Bldg. Washington 3100	CBS Free & Peters	Leo J. Fitzpatrick, chmn. of bd I. R. Lounsberry, p & gm Norman E. Nobes, secy-treas.	E. R. Kirshenstein, asst. treas. N. Cohen, cm (local) F. Robert Greene, cm (nat'l. spot) R. J. Strigl, pd	R. H. McPherson, pmm K. B. Hoffman, ce David Getman, co-nd Allen Lewis, co-nd Siegmund Smith, sd	.... UP ....
WKBW 1925	1520 50,000 DA-1	WKBW, Inc. 1430 Main St. Grant 5101	ABC Avery-Knodel	Clinton H. Churchill, p & gm Roger M. Baker, asst. to p Irving Haag, pd	Alfred E. Anscombe, pub. rel. d Leroy Fiedler, ce Hugh Shannon, nd	Wally Wagoner, fd Bill Mazer, sd Helen Neville, wd	Wld. UP WH
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. Co. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, o Ted Wyszatycki, gm James C. McKinney, cm	Joe Ricco, pd Frank Saj, ce	Frank Friedrick, n & sd Trudy Peeples, wd	.... UP, INS WE
WWOL-FM *1948*	*Ch. 280 (A)* *104.1mc* *7.7kw*						
CHERRY VALLEY							
WVCV(FM) *1948*	*Ch. 270 (B)* *101.9mc* *5.4kw*	*Rural Radio Network* *118 N. Tioga St.* *Ithaca, N. Y.* *4-6301*	*Rural Radio*	*C. E. Snyder, p* *R. B. Gervan, secy-treas.* *M. R. Hanna, gm*	*D. K. DeNeuf, asst. gm., eng'g & sta. rel. d* *H. S. Brown, slm* *J. A. Short, prog. m*	*M. B. Knapp, prog. sup.* *L. Hamrick, farm service d* *T. R. Humphrey, ce*	*Assoc., St.* *UP* *GE*
CORAM							
WFSS(FM) *(CP)*	*Ch. 278 (B)* *97.5mc* *15kw*	*Suffolk Bcstg. Corp.* *Box 82*					

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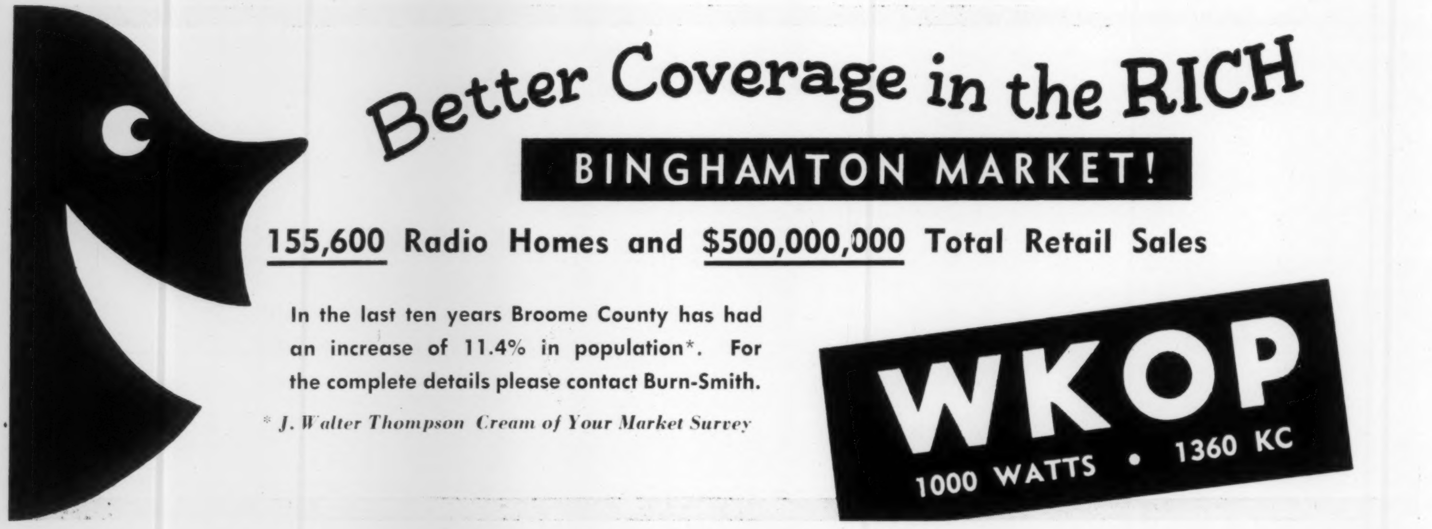
Better Coverage in the RICH
BINGHAMTON MARKET!
155,600 Radio Homes and $500,000,000 Total Retail Sales
In the last ten years Broome County has had an increase of 11.4% in population*. For the complete details please contact Burn-Smith.
* J. Walter Thompson Cream of Your Market Survey
WKOP
1000 WATTS • 1360 KC

CORNING							
WCBA 1949	1350 1,000-D	Wellsboro-Corning Bcstg. Advertisers English Keenan Bldg. 2608	McGillvra	Paul L. Carpenter, p & gm	Paul E. Carpenter, sm	Harry Lee, pd	Cap., L-W UP
WCLI 1950	1450 **250**	Elmira-Corning Bcstg. 114 Walnut St. 64651	ABC Meeker	W. A. Underhill, p Walter Valerius, gm Gordon M. Jenkins, cm	C. Ronald Graham, pd Allen N. Bell, ce Richard Tobias, nd	George P. Droelle Jr., sd Joan Purcell, wd	Assoc. AP G
WCLI-FM *1947*	*Ch. 291 (B)* *106.1mc* *4.2kw*						.... *GE*
CORTLAND							
WKRT 1947	920 1,000-LS 500-N DA-N	Radio Cortland, Inc. 27 N. Main St. 2990		Leighton A. Hope, p Keith W. Horton, cm	William J. Griffiths, pd & sd William Barron, ce	Jack Oranch, nd Dan Kavanaugh, fd Eileen Winchell, wd	L-W, St. UP GE
WKRT-FM *1947*	*Ch. 260 (B)* *99.9mc* *14kw*						
De RUYTER							
WVCN(FM) *1948*	*Ch. 286 (B)* *105.1mc* *5.4kw*	*Rural Radio Network* *118 N. Tioga St.* *Ithaca, N. Y.* *4-6301*	*Rural Radio*	*C. E. Snyder, p* *R. B. Gervan, secy-treas.* *M. R. Hanna, gm*	*D. K. DeNeuf, asst. gm., eng'g & sta. rel. d* *H. S. Brown, slm* *J. A. Short, prog. m*	*M. N. Knapp, prog. sup.* *L. Hamrick, farm service d* *T. R. Humphrey, ce*	*Assoc., St.* *UP* *GE*
DUNKIRK							
WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756		Alois A. Schmidt, p, gm & pd Paul M. Renckens, vp	Bernard F. Goodrich, cm Robert Gifford, pmm George Smith, ce	Gerald M. Dash, treas. Van C. Miller, f & sd Ruth O'Connor	Thes., Wld. UP Ray.
ELMIRA							
WELM 1947	1400 250	Elmira-Corning Bcstg Corp. 222 E. Market St. 2-1400	ABC, CBS Walker	W. A. Underhill, p Walter Valerius, gm Claude R. Snyder Jr., c & pmm	Kenneth Powell, pd Allen N. Bell, ce Gordon M. Ridenour, nd	Jack Slattery, sd Edna Bartlett, wd	St. AP Ray.
WENY 1939	1230 250	Elmira Star-Gazette, Inc. Mark Twain Hotel 5181	MBS, NBC McKinney	Frank E. Gannett, p Dale L. Taylor, gm Phil Cameron, slm	Frederick W. Hodge, pdm Charles Muller, pmm Thurlow A. Greene, ce	Stanley J. Hayes, pub. affairs d Bill Pope, sd	L-W AP RCA
ENDICOTT							
WENE 1947	1430 5,000 DA-1	(See Binghamton, N. Y. Listing)					
FREEPORT							
WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-1400		Harry H. Carman, p & gm Murray C. Evans, cm Ada Cheesman, pd	Neal Seaman, pmm Bob Milos, ce	John Frogge, nd Byron Englander, sd	L-W AP Col.
FULTON							
WOSC 1948	1300 1,000-D	Cassill Radio Corp. Hotel Pontiac, Oswego, N. Y. Oswego 3088	LBS Devney	Harold W. Cassill, p H. Harrison Flint, g & cm	Robert Fitzgerald, pd Richard Horan, ce	Jack Burgess, sd Harriett Douglas, wd	L-W UP GE
GENEVA							
WGVA 1947	1240 **250**	Star Bcstg. Co., Inc. Geneva Federal Savings Bldg. 6691	ABC Cooke	M. R. Forman, p Thomas L. Brown, vp, g & cm	Alex Lamutis, pd & nd R. Carleton Greene, ce	Bill Swasey, sd	St. AP Col.
GLENS FALLS							
WWSC 1946	1450 250 (CP) 1410 1,000 DA-N	Great Northern Radio, Inc. 13 Warren St. 2-6518	ABC Rambeau	Martin R. Karig II, p & gm	Alfred Brown, cm & sd Carl Mattison, pd	Joseph Thomas, ce Vic Wiley, nd	.... AP ....
GLOVERSVILLE							
WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4900	CBS McGillvra	George F. Bissell, p Jack Charles, g & cm Robert Dingman, pd	Harry W. Monroe, asst. pd & nd Henry Clark, pmm Richard Stewart, ce	Beverly Eagen, office m Phil Spencer, sd Grace Adams, wd	.... UP ....

NIAGARA
Lockport
Niagara Falls
North Tonawanda
Kenmore
ORLEANS
GENESEE
Batavia
MONROE
ROCHESTER
WAYNE
Newark
ONTARIO
Geneva
LIVINGSTON
SENECA
Auburn
ONONDAGA
SYRACUS
CAYUGA
COR
TOMPKINS
ERIE
CHAUTAUQUA
Jamestown
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Olean
ALLEGANY
STEUBEN
Hornell
SCHUYLER
CHEMUNG
Elmira
Oswego

ONE radio station dominates

A NEW $100 MILLION MARKET ON THE MAP OF NEW YORK!

No TV outlet in Elmira! ...... WENY sells listeners in this busy market at the lowest available cost per thousand.

1950 Retail Sales in excess of $100 Million
Source: 1951 Survey of Buying Power

WENY
NBC in Elmira, N. Y.

Member GANNETT RADIO GROUP

OWNED AND OPERATED BY
ELMIRA STAR-GAZETTE, INC.
REPRESENTATIVES:
Everett-McKinney, Inc. New York—Chicago
Lee F. O'Connell Co. Los Angeles—San Francisco

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HEMPSTEAD							
WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000	Rambeau	Paul Godofsky, p & gm Joseph A. Lenn, vp for sls.	Frank E. Knaack, vp for eng. Roger Wayne, pdm	Arthur E. Patterson Jr., sp events d Jerry Carr, n & fe	Assoc., Thes., Wld., UP Col.
WHLI-FM *1947*	*Ch. 252 (A)* *98.3mc* *1kw*						.... *Fed.*
HORNELL							
WLEA 1951	1480 1,000-D	Hornell Bcstg. Corp. P. O. Box 60 1420	McKinney	Don L. Sellers, vp, g & cm Mike Ryan, pd & pmm	Howard Huff, ce Garry Merker, nd	Harry Hornbecker, f & sd Anna Sellers, wd	Cap. UP G
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	McGillvra	Louis G. Buisch, p Donald J. Curran, sm Sheffield Davis, cm	Edward Spoo, pd James A. Gram, ce Peter F. Newton, nd	Ira Blixt, fd Edward Murphy, sd Marion Gale, wd	Thes., Wld AP ....
WWHG-FM *1946*	*Ch. 287 (B)* *105.3mc* *8.3kw*						.... *GE*
HUDSON							
WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike 8-3341	KBS Kramer	John F. Kearney, ptnr. & gm	Robert P. Strakos, ptnr. & cm James F. McDonough, pd & ce	Robert T. France, n & sd Thomas Gregory, fd	Wld. UP Col.
HUNTINGTON							
WGSM 1951	740 1,000-D DA	Huntington-Montauk Bcstg. Co., Inc. 237 Main St. 4-6740		Byron T. Sammis, p Edward J. Fitzgerald, g & cm	James L. McGrath, pd & fd Don MacLachlan, pmm Perley Tribou, ce	Ray Rebhann, ne Arnold Lewis, sd Gwen Jones, wd	Thes. UP ....
ITHACA							
WHCU 1921	870 1,000 L-WWL	Cornell U. Savings Bank Bldg. 3438	CBS	Michael R. Hanna, gm Earl Cobey, cm Joseph Short, asst. m	S. M. Woodside, asst. m, n & sd Norman Hoffman, ce	Louis W. Kaiser, fd Gertrude Grover, wd	Assoc., St. UP ....
WHCU-FM *1947*	*Ch. 247 (B)* *97.3mc* *40kw*	*Cornell U.* *118 N. Tioga St.* *3341*	*Rural Radio*	*H. S. Brown, cm*	*Thomas Humphrey, ce*	*Donald K. deNeuf, asst. m*	.... *WE*
JAMESTOWN							
WJOC 1948	1340 250	Air Waves, Inc. 415 W. Fourth St. 5-108	MBS McGillvra	Harry E. Layman, p, gm & ce	Harold P. Kane, cm Jerry Lawson, pd & sd	Len Hataway, nd Catherine Erickson, wd	.... AP WE

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the WHLI long island story

BEST BUY for *Long Island's Major Market!*

BIGGEST AUDIENCE WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend $722,640,000 a year in retail sales—$214,136,000 in food store sales.

LOWEST COST No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

STRONG LOCAL PROGRAMMING No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community."

Represented by Rambeau

Data Sources:—
Market: **U.S. Census 1950**
Sales Management 1951
Ratings: **Conlan — 1951**

WHLI
AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

Paul Godofsky,
President and
General Manager

WJTN 1924	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7151	ABC Rambeau	Jay E. Mason, p Simon Goldman, g, c & pmm	George Pfleeger, pd Harold Kratzert, ce Jesse Price, nd	Robert Webster, fd Jim Roselle, sd Connie Samuelson, wd	Assoc., Mac. UP G
WJTN-FM *1947*	*Ch. 227 (B)* *93.3mc* *9.3kw*						
KENMORE (Buffalo)							
WXRA 1948	1080 1.000-D	Western New York Bcstg. Co. 1515 Niagara Falls Blvd. Amherst 1160	Rambeau	Edwin R. Sanders, ptnr. & tech. d Thaddeus Podbielniak, ptnr. & gm	Robert Bartemus, cm James F. Frieling, pd Burton W. Flanders, pmm	Roger W. Fleming, ce John McClean, nd Charles C. Burr, sd	Assoc. AP Col.
WXRC(FM) *1949*	*Ch. 277 (B)* *103.3mc* *4.6kw*			*Thaddeus Podbielniak, cm* *Bradley D. Steiger, pd*			
KINGSTON							
WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Peebles, g & cm	Edward R. Eckert, pd & fd Ernest M. Ward, pmm Joseph McNelis, ce	Robert Browning, nd Richard McCarthy, sd Dorothy Pederson, wd	Wld. UP RCA
LIBERTY							
WVOS 1947	1240 250	Sullivan County Bcstg. Corp. Liberty 1680	LBS	Seymour D. Lubin, p & gm Harry G. Borwick, cm	Alfred Turk, pd & sd Kenneth Foster, ce	Ned Schnurman, nd Polly Bergin, wd	.... UP WE
LITTLE FALLS							
WLFH (CP)	1230 100	Rock City Bcstrs. Albany & 2nd Sts.	MBS KBS	Arthur S. Feldwan, p	M. Robert Feldwan, gm		...... AP WE
LOCKPORT							
WUSJ 1949	1340 250	Union-Sun & Journal, Inc. 320 Michigan St. 3-5944	McGillvra	Egbert D. Corson, p John R. Gelzer, g & cm	Carol Corson, pmm & wd Solomon Azar, ce	Johnny Davis, sd	Wld. AP GE
WUSJ-FM *1949*	*Ch. 257 (A)* *99.3mc* *0.8kw*						
MALONE							
WICY 1946	1490 250	North Country Bcstg. Co. 65 Woodward St. 187	MBS, KBS	Mitchell C. Tackley, p & gm Alice M. Tackley, cm	Donald J. Paye, pd & pmm Adolph Stromer, ce	John Flynn, n & sd Grey Gunderman, wd	.... G
MASSENA							
WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC Weed	John B. Johnson, p Louis Saiff Jr., gm	Thomas R. McHugh, s & cm James H. Nash, pd & nd	Michael Tarkulich, ce Dan Burgess, fd Eddie Carvin, sd	Assoc. UP Tem.
WMSA-FM *1948*	*Ch. 287 (B)* *105.3mc* *13kw*		*Rural Radio*				.... *RCA*
MIDDLETOWN							
WALL 1942	1340 250	Community Bcstg. Corp. 62 North St. 3119		James M. Patt, p & gm	George Shepard, pd Charles Lissner, ce Charley Zaimes, nd	Albert Larson, fd Joe Ryan, sd	Thes. AP G
NEWBURGH							
WGNY 1933	1220 1,000-D	WGNY Bcstg. Co., Inc. 161 Broadway 4600		Merritt C. Speidel, p George W. Bingham, gm Joseph W. Rake, cm	Richard F. Crans, pd & pmm Marvin S. Seimes, ce	Wm. Forrest, nd Margaret Robinson, wd	St. UP WE
NEW ROCHELLE							
WGNR 1950	1460 500-D	New Rochelle Bcstg. Service, Inc. 524 North Ave. 6-1460		Julian H. Gins, p & gm Carl Calman, cm	Steve Fischer, pd Peter Fetridge, ce	Rudy Ruderman, nd Chip Cipolla, sd	L-W UP G
WGNR-FM *1948*	*Ch. 228 (A)* *93.5mc* *1kw*						.... *REL*

WGSM

Exclusively Covers the

WORLD'S **G**REATEST **S**UBURBAN **M**ARKET

THE SINGLE ADVERTISING MEDIUM SUPPLYING

INTENSIVE COVERAGE of NASSAU—SUFFOLK Counties N. Y.

. . . where a million people spend a billion dollars annually

. . . where there are more retail sales than in any one of 14 states

. . . where New York City is moving

BONUS COVERAGE:

Remainder of "The Golden Ring Around New York"

1000 watts 740 kc

WGSM from Huntington, N. Y. at the best spot on the N. Y. radio dial

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEW YORK							
WABD(TV) 1944		Allen B. DuMont Labs., Inc. 515 Madison Ave.		(For full information see TELECASTING Yearbook)			
WABF(FM) *1942*	*Ch. 253 (B)* *99.5mc* *18kw*	*Metropolitan Bcstg. & Television, Inc.* *654 Madison Ave.* *Templeton 8-5400*		*Ira A. Hirschmann, p*	*Alvin Hirschmann, evp*	*Harold Hirschmann, asst. slm*	
WBNX 1927	1380 5,000 DA-N	WBNX Bcstg. Co., Inc. 260 East 161 St. Melrose 5-0333	King	A. L. Haskell, p William I. Moore, vp, g & cm	Frank Johnson, co-pd	Edward Ervin, co-pd	SES., St. AP WE
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS CBS Radio Spot Sales	Frank Stanton (CBS), p Carl Ward, gm Don Miller, slm Sam J. Slate, pd	Don Foley, pmm J. D. Gilbert, ce D. Gordon Graham, d of prog. prod. & pub. affairs	Bob Kelleher, asst. pmm M. Campbell, sls service m Edmund Chester, nd	.... AP, UP, INS Fed.
WCBS-FM *1941*	*Ch. 266 (B)* *101mc* *1.5kw*						.... *WH*
WCBS-TV 1941		Columbia Bcstg. System, Inc. 485 Madison Ave.		(For full information see TELECASTING Yearbook)			
WEVD 1927	1330 5,000 DA-2 ST-WBBR, WHAZ	Debs Memorial Radio Fund 117 West 46th St. Plaza 7-0880		Adolph Held, p Henry Greenfield, g & cm	George Field, pd	Charles W. Brown, ce	.... AP RCA
WEVD-FM *1951*	*Ch. 298 (B)* *107.5mc* *20kw*						
WFDR(FM) *1949*	*Ch. 282 (B)* *104.3mc* *17kw*	*WFDR Bcstg. Corp.* *170 Broadway* *Judson 2-1190*		*F. F. Umhey, p*	*Lou Frankel, g & cm*	*B. V. Arnow, ce*	*Assoc.* *AP* *RCA*
WGHF(FM) *1946*	*Ch. 270 (B)* *101.9mc* *10.3kw*	*WGHF Inc.* *10 East 40th St.* *Lexington 2-4927*		W. G. H. Finch, o & p Linton Wells, evp & gm	Gordon Myers, vp & pd	Veikko K. West, ce	Cap., SES., St. Wld. UP WE
WHOM 1928	1480 5,000 DA-2	Atlantic Bcstg. Co., Inc. 136 West 52d St. Circle 6-3900		Fortune Pope, p & gm Charles Baltin, vp Ralph Costantino, pd	Edward R. Redmond, exec. sld Benjamin E. Botway, slm	Dan Alfieri, pmm George Steiger, ce	.... UP WE
WHOM-FM *1951*	*Ch. 222 (B)* *92.3mc* *11 kw*						.... *GE*
WINS 1931	1010 50,000 DA-1	Crosley Bcstg. Corp 28 W. 44th St. Bryant 9-6000		Robert E. Dunville, p Harry Folts, gm Joseph G. Besch, asst. gm	Harry Kirwan, cm Joe Tery, pd Dick Winters, publ. m	Paul Von Kunits, ce Charles Hall, nd Jo Halpin, wd	Assoc. UP, INS WH

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WFBL-Syracuse

offers you

- **The greatest share of radio audience—by far—in Syracuse. Always the leader in Hooperatings.**
- **Merchandising and promotion support that has been acclaimed by such trade journals as Tide, Sponsor and Broadcasting.**
- **The good-will and co-operation of 52 Supermarkets doing more than 50% of the total retail grocery sales in Syracuse.**

WFBL

Syracuse, N. Y.

CBS since 1927

FREE & PETERS, INC.
Exclusive National Representatives

THERE IS NO SUBSTITUTE FOR THE GOOD MUSIC OF WQXR

The Radio Station of The New York Times, Times Square, New York 18, N. Y.

Represented nationally by Paul H. Raymer Co.

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEW YORK (Cont'd)							
WJZ 1921	770 50,000	American Bcstg. Co., Inc. 7 W. 66th St. Trafalgar 3-7000		Robert E. Kintner (ABC), p James Connolly (ABC), vp chg. o & o stations Theodore Oberfelder, gm Earl B. Salmon, cm	William Trevarthen, ce Donald Coe (ABC), d of news & sp. events Phil Bomstein, pmm Ray Diaz, pd	Thomas Velotta, n & sd	Thes. AP, UP INS RCA
WJZ-FM *1948*	*Ch. 238 (B)* *95.5mc* *1.5kw*						
WJZ-TV 1948		American Bcstg. Co., Inc. 7 W. 66th St.		(For full information see TELECASTING Yearbook)			
WLIB 1942	1190 1,000 L-WOWO	New Bcstg. Co., Inc. 207 East 30th St. Oregon 9-2720	Forjoe	M. S. Novik, p Harry Novik, gm Jack Kuney, p & nd	Michael Jablons, pmm John J. Bubbers, ce Ruth Ellington James, wd		.... RCA
WMCA 1925	570 5,000 DA-1	WMCA Inc. 1657 Broadway Circle 6-2200		Nathan Straus, p M. M. Fleischl, vp & gm Leon Goldstein, pd & nd	Howard Klarman, pmm James McCafferty, ce Ruth Hurd, office m	(Mrs.) Helen S. Straus, wd	Wld. AP RCA
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	LBS	Bertram Lebhar Jr., d Frank Roehrenbeck, gm Arthur M. Tolchin, slm	Raymond Katz, pd Paul Fuelling, ce Jo Ranson, pub. d		.... AP, UP WE
WMGM-FM *1942*	*Ch. 262 (B)* *100.3mc* *18kw*						
WNBC 1922	660 50,000 DA-1	National Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC), p Ted Cott, gm William Rich, cm	John Grogan, pd James Hirsch, pmm Charles H. Philips, asst. gm	O. B. Hanson (NBC), ce Wini Schaefer, Publ. d Thomas H. Phelan, ce George Wallach, n & sd	Thes. AP, UP, INS RCA
WNBC-FM *1944*	*Ch. 246 (B)* *97.1mc* *1.1kw*						
WNBT(TV) 1939		National Bcstg. Co. 30 Rockefeller Plaza		(For full information see TELECASTING Yearbook)			
WNEW 1934	1130 10,000 DA-1 (CP: 50,000 DA-N)	WNEW Inc. 565 Fifth Ave. Plaza 3-3300	Blair	William Cherry, p Bernice Judis, evp & gm Ira M. Herbert, vp & sls. d	Richard Pack, pd Kenneth Klein, pmm Max Weiner, ce	John Jaeger, nd Max Kase, sd Alan E. Brandt, publ. d	L-W .... WE
WNYC 1924	830 1,000 DA-2 ST-WCCO	City of New York Municipal Bcstg. System Co. Municipal Bldg. Worth 2-5600		Vincent R. Impellitteri, mayor, NYC Seymour N. Siegel, d Bernard Buck, pd	William Pitkin, ce John DeProspo, exec. officer	Monroe Benton, nd	SES. AP, UP WE
WNYC-FM *1943*	*Ch. 230 (B)* *93.9mc* *18kw*						
WOR 1922	710 50,000 DA-1	General Teleradio, Inc. 1440 Broadway Longacre 4-8000	MBS	Theodore C. Streibert, p R. C. Maddux, vp chg. sls.	Julius F. Seebach Jr., vp chg. prog. J. R. Poppele, vp	Joseph Creamer, pmm Dave Driscoll, nd	Assoc. AP, UP WE

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FOR ONLY 9¢ A THOUSAND

WHOM

REACHES ITALIAN HOMES IN THE GREATER NEW YORK AREA

9¢

the lowest cost of any station broadcasting to the ITALIAN audience

. . . according to ADVERTEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes.

Result—getting economical buys in Polish, Spanish, Jewish, German. For pennies per thousand WHOM captures the vast New York Negro population.

WHOM

AM-FM • *The Il Progresso Station*
136 W. 52 ST., N.Y. 19 • Circle 6-3900

XUM

30 Years of Leadership

1922
WGY
WGY
1952

WGY's Pearl Anniversary

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE: Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.**

WGY

50,000 Watts

REPRESENTED NATIONALLY BY NBC SPOT SALES

A GENERAL ELECTRIC STATION • SCHENECTADY, N. Y.

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NEW YORK (Cont'd)							
WOR-FM *1941*	*Ch. 254 (B)* *98.7mc* *3.4kw*		Kettell-Carter Keenan-Eickelberg				.... *GE*
WOR-TV 1949		General Teleradio, Inc. 1440 Broadway		(For full information see TELECASTING Yearbook)			
WOV 1926	1280 5,000 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Pearson	Richard E. O'Dea, p Ralph N. Weil, evp & gm Herbert Schorr, cm	Arnold Hartley, vp & pd Carroll B. Forbes, pmm Emile Hill, ce	Thomas Morgan, nd Ruth Thompson, pub. d	St., Mac AP WE
WPIX(TV) 1948		WPIX, Inc. 200 E. 42nd St.		(For full information see TELECASTING Yearbook)			
WQXR 1936	1560 10,000	Interstate Bcstg. Co. 229 West 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Julius Ochs Adler, 1st vp Elliott M. Sanger, evp & gm	Norman S. McGee, vp chg. sls Eleanor N. Sanger, pd Mary Rice Anderson, pmm	Louis J. Kleinklaus, ce Godfrey N. Nelson, secy. Orvil E. Dryfoos, treas. Albert A. Grobe, prod. m	Assoc. ....
WQXR-FM *1939*	*Ch. 242 (B)* *96.3mc* *11kw*						.... *WE*
WWRL 1926	1600 5,000 DA-1	Long Island Bcstg. Corp. 41-30 58th St. Woodside, N. Y. Newtown 9-3300		William H. Reuman, p Edith Dick, sm Selvin Donneson, slm	Fred Barr, pm & nd	Benton R. Bartlett, ce Jocko Maxwell, sd	Assoc. AP WE
NIAGARA FALLS							
WHLD 1949	1270 5,000-D DA	The Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Headley-Read	Earl C. Hull, vp & GM Richard G. Robbins, cm	Tony Allen, pd Robert J. Wilson, ce Harold Green, nd	John Ruta, sd Shirley Arch, wd	Assoc., St., Wld. UP Ray.
WHLD-FM *1946*	*Ch. 253 (B)* *98.5mc* *46kw*		*Rural Radio*				.... *Fed.*
WJJL 1948	1440 1,000-D	John J. Laux 129 Main St. 5796	LBS Grant	John J. Laux, p Tom W. Talbot, g & cm George Campbell, pd	Gus Czaplack, ce Jim Thompson, n & sd Nancy Holland, wd	Lou Schriver, fd	.... UP Gates
OGDENSBURG							
WSLB 1940	1400 250	St. Lawrence Bcstg. Corp. Ogdensburg 500	MBS, KBS	Joseph R. Brandy, p & cm Harold J. Frank, gm Hal Gilman, pd & pmm	Ellsworth Hall, ce Jolly Bergeron, nd Ben Turnbull, fd	Frank Mason, sd Flo Beach Rowe, wd	.... UP RCA
WSLB-FM *1946*	*Ch. 291 (B)* *106.1mc* *13.5kw*						.... *Fed.*
OLEAN							
WHDL 1928	1450 250	WHDL, Inc. 3219 W. State Rd. 4149	ABC Everett-McKinney	E. B. Fitzpatrick, p John R. Henzel, evp & gm	Donald W. Merriman, asst. & cm & sd Ned McGrath, pd & fd	Otis L. Atherton, ce Anne L. Anstaett, wd	Wld. AP Col.
WHDL-FM *1948*	*Ch. 239 (B)* *95.7mc* *43kw*		*Rural Radio*				.... *WH*
ONEONTA							
WDOS 1947	1400 250	Oneonta Star, Inc. Chestnut & West Sts. 2470	MBS Radio Reps.	James H. Ottaway, p Eugene J. Brown, gm Francis H. Brinkley, mgng. d	Ernest F. Oliver, sm Charles Hobart, pd & nd Wiley Bates, ce	Lee Hickling, fd Sandy Squires, sd Esther Walling, wd	Assoc. AP GE
OYSTER BAY							
WKBS 1948	1520 250-D	The Key Bcstg. System, Inc. 6-2500	McGillvra	R. Lee Hollingsworth, p, gm & ce Harry Minkoff, cm Joan Bennett, pd	Tommy Hollingsworth, pmm & nd Elizabeth M. Hollingsworth, secy-treas.	Diesel Tractor, fd George Sima, sd	Mac. UP G
PATCHOGUE							
WALK (CP)	1370 500-D	Suffolk Bcstg. Corp.					
WPAC 1951	1580 250-D	Patchogue Bcstg. Co.					
PEEKSKILL							
WLNA 1948	1420 500-D	Highland Bcstg. Corp. Radio Dr. 7-2454		Peter C. Houskeeper, p & ce Irving E. Cottrell, gm	Francis V. Lovgh, cm Samuel D'Onofrio, nd	James Grehan, sd	SES., Wld. AP Ray.
PLATTSBURG							
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC, LBS	George F. Bissell, p Jan King, asst. m	Frank Allen, pd, pmm & sd	James Roddy, n & fd	L-W UP Col.
WIRY 1950	1340 250	Clinton County Bcstg. Corp. 301 Cornelia St. 2800	MBS, KBS Grant	Joel H. Scheier, p & gm Thos. A. Robinson, vp Armand A. Mancuso, secy.	Betty Kraus, pd & wd Martin D. Mannix, pmm, n & fd	John M. Nazak, ce & treas. Chester O. Bosworth, sd	St. AP G
POUGHKEEPSIE							
WEOK 1948	1390 1,000-D	Mid-Hudson Bcstrs., Inc. 385 Main St 8300	Devney	Arthur J. Barry Jr., g & cm Harold Hennig, pd	John Burke, ce Henry Brief, nd Wm. Robinson, fd	Lou Pells, sd Muriel De'gre, wd	Wld. UP RCA
WKIP 1940	1450 250	Poughkeepsie Newspapers, Inc. Radio Division Rear Nelson House 6300	ABC	M. C. Speidel, p George W. Bingham, gm Richard A. Dwelley, cm	Richard Crans, pd & pmm Marvin S. Seimes, ce	John W. Cutler, n & sd	Assoc. AP RCA
WHVA(FM) *1947*	*Ch. 284 (B)* *104.7mc* *2.3kw*		*Rural Radio*	*(WKIP AM Affiliate)*			.... *UP* *GE*
ROCHESTER							
WARC 1947	950 1,000 DA-2	WARC, Inc. Sheraton Hotel Hamilton 8920	ABC CBS, NBC, MBS, LBS Raymer	S. W. Townsend, p & gm George Schautz, cm Richard Miner, pd & pmm	Robert Emch, ce Fred R. Ripley, sm Don Jones, nd	Carl Chamberlain, sd Betty Scott, wd	Thes. AP Ray.
WHAM 1947	1180 50,000	Stromberg-Carlson Co. 201 Humboldt St. Culver 7240	NBC Hollingbery	William Fay, vp & gm, bcstg. div. John W. Kennedy Jr., ce Charles W. Siverson, gen. pd	Sylvester Novelli, asst. pd Armin N. Bender, pmm A. W. Kelley, asst. slm Kenneth Gardner, ce	David E. Kessler, nd George F. Haefner, fd Robert Turner, sd Anne Rogers, wd	Wld. UP WH

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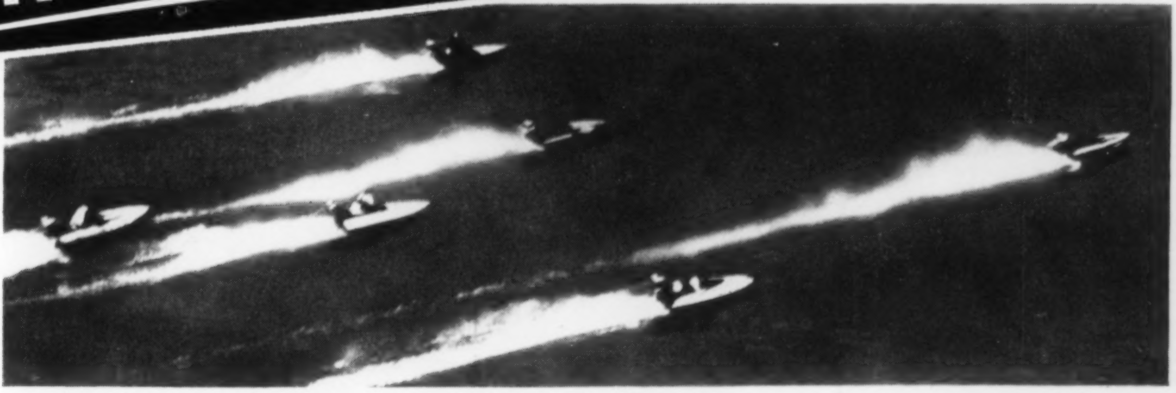
....FIRST BY LENGTHS!

....IN ROCHESTER!



IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score,—

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	226	136	38	4	0	11
TIES	17	15	2	0	0	0

BUY WHERE THEY'RE LISTENING:—

★ WHEC carries ALL of the "top ten" daytime shows!

—•—

WHEC carries the top seven evening shows and is tied for ninth and tenth places!

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.

—•—

Material in this advertisement is from the latest Pulse report before closing.

CBS

WHEC of Rochester

MEMBER GANNETT RADIO GROUP

NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO., *Los Angeles, San Francisco*

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ROCHESTER (Cont'd)							
WHFM(FM) *1939*	*Ch. 255 (A)* *98.9mc* *20kw*			*Clarence A. Brethen, trans. eng.*			.... *WE*
WHAM-TV		Stromberg-Carlson Co. 201 Humboldt St.		(For full information see TELECASTING Yearbook)			
WHEC 1925	1460 5,000 DA-N	WHEC, Inc. 40 Franklin St. Baker 6740	CBS Everett-McKinney	Frank E. Gannett, p Clarence Wheeler, evp Gunnar O. Wiig, gm Lemoine C. Wheeler. cm	William J. Adams, pd & pmm Lowell MacMillan, prod. & sd	Bernard C. O'Brien, ce Ralph Knox, nd	St. AP WE
WRNY 1947	680 250-D	Monroe Bcstg. Co., Inc. 191 East Ave. Hamilton 9775	LBS Forjoe	George B. Kelly, p W. Eccles Huff, g & cm	Kenneth Henderson, ce Robert Barager, nd Harry Russell, fd	David Curtin, sd	.... AP Ray.
WRNY-FM *1949*	*Ch. 250 (A)* *97.9mc* *7.7mc*						.... *GE*
WSAY 1936	1370 1,000 DA-1 5,000 DA-N	Federal Bcstg. System 328 Main St., E. Baker 4870	Walker	Gordon P. Brown, p & gm	John Hill, sta. d	Russel K. Schmidt, cm	
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co., Inc. 17 Clinton Ave., S. Hamilton 4820	MBS Bolling	Ervin F. Lyke, p, gm & ce Elmer Walz, cm Paul C. Louther, pd	Arthur Murrellwright, sls. pmm Marell Cole, asst. ce	David Roberts, nd Walter Riley, sd	Assoc. UP Col.
ROME (Utica)							
WKAL 1946	1450 250	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS Cooke	Myron J. Kallet, p Charles King, gm Joseph C. Trela, cm	Louis A. Barile, pd George Taylor Bolton, pmm & fd	James Delaney, ce Harold Wunsch, nd Philip Tosti, sd Norma Trainor, wd	L-W UP Col.
SARANAC LAKE							
WNBZ 1937	1450 250	Upstate Bcstg. Corp. 88 Main St. 1320	ABC Clark	Jacques DeMattos, p & gm Thomas Day, vp	Jeanne DeMattos, secy-treas. H. B. Williams, ce	Raymond Turner, pd John Garwood, sd	Thes. AP RCA
SCHENECTADY							
WBCA(FM) *1941*	*Ch. 266 (B)* *101.1mc* *1.55kw*	*Capitol Bcstg. Co., Inc.* *408 State St.* *3-1423*		*Leonard L. Asch, m*			*Assoc.*
WGY 1922	810 50,000	General Electric Co. 1 River Rd. 7-2261	NBC Spot Sales	Chester H. Lang, vp & publ. rel. (GE) Bartlett J. Rowan, asst. m bcstg. div. Robert B. Hanna Jr., sm R. W. Welpott, asst. sm	Robert F. Reid, slm Henry M. Solomon, adm. asst. to sm Galeb Paine, prog. sup. George L. Peck, prom. & publ. sup.	Williard J. Purcell, ce William T. Meenam, nd Earl J. Pudney, prod. sup. Merl L. Galusha, f sup. Robert Bender, se	Wld., Thes. AP, UP GE
WGFM(FM) *1940*	*Ch. 258 (B)* *99.5mc* *6kw*			*H. M. Solomon, adm. asst.*			
WRGB(TV) 1949		General Electric Co. 1 River Rd.		(For full information see TELECASTING Yearbook)			
WSNY 1944	1240 250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622	Young	Winslow Leighton, p & gm Thomas Seeley, cm David A. McClintock, pd	Irvin P. Beck, ce Robert K. Wallace, nd Stephen A. Fitz, sd	Margaret Morse, wd	L-W AP ....
SYRACUSE							
WAGE 1941	620 5,000-LS 1,000 DA-N	WAGE, Inc. 108 W. Jefferson St. 2-0277	ABC Taylor	Frank G. Revoir, p Doug Johnson, gm Fred I. Geiger, cm	George D. Drisko, pd Ernie Simon, pmm Donald F. Langham, ce	Joe Cummiskey, nd Bob Hendrickson, sd Joan Lorry, wd	St. AP WE
WFBL 1922	1390 5,000 DA-N	Onondage Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS Free & Peters	O. F. Soule, p Robert G. Soule, vp Samuel Woodworth, vp & gm Chas. F. Phillips, vp & cm	Raymond F. Gantter, pd & nd Hendrick Soule, pmm James J. Kelley, ce William S. Estabrook, secy	F. C. Soule, treas. Marjorie K. Hill, asst. treas. Ray Krise Owens, nd Alvah Warner, fd	Cole UP WE
WHEN(TV) 1948		Meredith Syracuse TV Corp. 101 Court St.		(For full information see TELECASTING Yearbook)			
WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	MBS, LBS Rambeau	Franklin H. Small, vp & cm Arthur C. Kyle Jr., gm	Eric Fields, pd Neldon L. Kidd, asst. treas.	Robert Dye, ce Glenn Williams, nd James Gordon, sd Susan Trent, wd	SES., Wld. AP RCA
WNDR-FM *1948*	*Ch. 273 (B)* *102.5mc* *8.5kw*						

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WWRL
NEW YORK

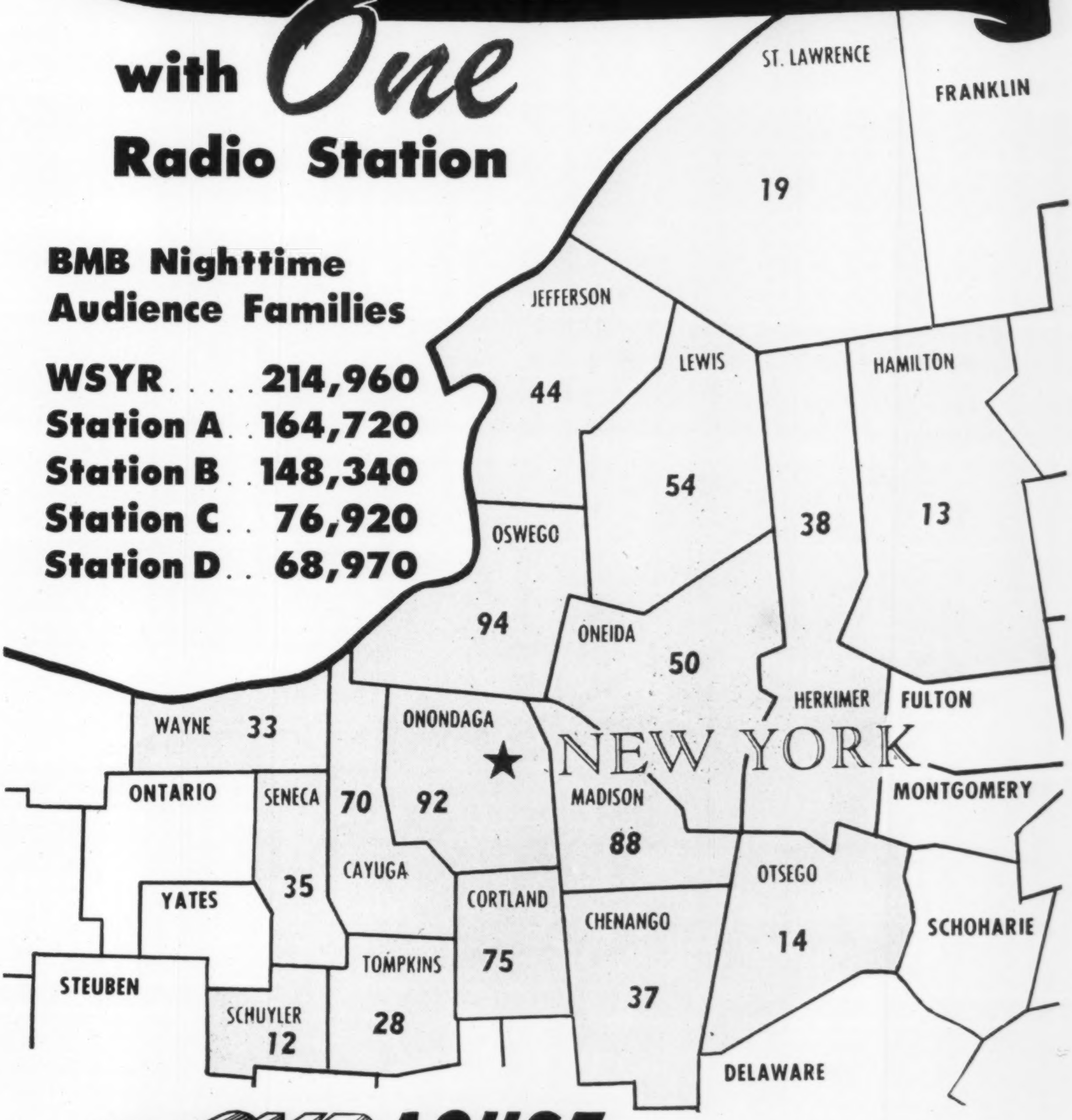
Powerfully Selling America's Greatest Market at the Lowest Cost. Tops in New York for Spanish, German, Czechoslovakian *and the* Negro *Market.*

5,000 WATTS NEwtown 9-3300 1600 Kc

You Can Cover the Rich Central New York Market with *One* Radio Station

BMB Nighttime Audience Families

WSYR	**214,960**
Station A	**164,720**
Station B	**148,340**
Station C	**76,920**
Station D	**68,970**



ST. LAWRENCE
19
FRANKLIN
JEFFERSON
44
LEWIS
54
38
HAMILTON
13
OSWEGO
94
ONEIDA
50
HERKIMER
FULTON
WAYNE 33
ONONDAGA
92
NEW YORK
MONTGOMERY
ONTARIO
SENECA
35
70
MADISON
88
CAYUGA
YATES
OTSEGO
14
CORTLAND
75
CHENANGO
37
SCHOHARIE
TOMPKINS
28
STEUBEN
SCHUYLER
12
DELAWARE

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WSYRACUSE
570 KC

WSYR — AM-FM-TV — The Only Complete
Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

NEW YORK—(Continued)

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SYRACUSE (Cont'd)							
WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	Walker	T. S. Marshall, p, g & cm Hamilton M. Woodle, pd & nd	Don Muir, ce Charles Shaw, fd Red Parton, sd	Patricia Marshall, wd	St. AP Col.
WSYR 1922	570 5,000 DA-2	Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC Headley-Reed	H. C. Wilder, p E. R. Vadeboncoeur, vp & gm A. G. Belle Isle, vp & ce	W. R. Alford Jr., cm Bill Rothrum, pd Caley Augustine, pmm	Fred Hillegas, nd R. F. Doubleday, fd Ernie Cuno, sd	L-W UP RCA
WSYR-FM *1946*	*Ch. 233 (B)* *94.5mc* *10kw*						.... *GE*
WSYR-TV 1950		Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg.		(For full information see TELECASTING Yearbook)			
TROY							
WFLY(FM) *1948*	*Ch. 222 (B)* *92.3mc* *5.4kw*	*The Troy Record Co.* *Hotel Troy* *Ashley 2-7700*	*Rural Radio*	*Frank L. York, gm* *Robert C. Godrich, sm* *Russell B. Wilde, cm*	*Don G. Girard, pd*	*Arthur Stuarts Jr., ce*	*Assoc., Cap.* *AP* *GE*
*WHAZ 1922	1330 1,000 S-WBBR, WEVD	Rensselaer Polytechnic Institute Ashley 2-3000		Livingston W. Houston, p Hiram D. Harris, gm A. Olin Niles, pd & sd	Carl J. Kung, Jr., ce & nd Mary M. McKeever, wd		
WTRY 1940	980 5,000 DA-1	Troy Bcstg. Co., Inc. 92 Fourth St. Ashley 4-1100	CBS Headley-Reed	H. C. Wilder, p W. W. Carter Jr., gm John W. Sutphen Jr., cm	Randolph S. English, pd James F. Baker Jr., pmm A. H. Chismark, tech. d	John J. Givney, nd Roy Shudt, sd	L-W UP RCA
WTRI(FM) *1946*	*Ch. 272 (A)* *102.7mc* *3.5kw*						.... *GE*
UTICA							
WGAT 1946	1310 1,000-LS 500-N DA	Central Bcstg. Co. Kellog Rd. New Hartford, N. Y. 29231	LBS Meeker	J. Eric Williams, p Roland Fowler, cm	C. D. Williams, pmm Hans Winkler, engr. in charge	Nick Dardano, nd Lloyd Walsh, sd	.... AP G
WIBX 1925	950 5,000 DA-1	WIBX, Inc. First Nat'l Bank Bldg. 2-2101	CBS Colton Biddick Bannon	(Mrs.) Margaret Bowen Stevens, p & gm Elliott Stewart, evp & sm Gladys P. Moore, vp & secy.	Nathan W. Cook, c & pmm John T. Dowdell, ce Betty Cushing Griffin, prod. d	Robert Mahaney, co-nd James Carnahan, co-nd Edwin Slusarczyk, fd Ellen T. Burt, wd	Wld. UP RCA
WIBX-FM *1946*	*Ch. 245 (A)* *96.9mc* *9kw*						.... *GE*
WKTV(TV) 1949		Cooper City Bcstg. Corp. Smith Hill Rd.		(For full information see TELECASTING Yearbook)			
WRUN 1948	1150 5,000-LS 1,000-N	Rome Daily Sentinel 258 Genesee St. 2-5111	ABC Avery-Knodel	Bradley C. Barnard, p Richard A. Clark, m & cm Edward N. Stemmler, pd, f & sd	Kenneth Thorpe, pmm & nd George S. Wood, co-ce	Carroll Henry, co-ce Anne Inman, wd	Assoc. AP RCA
WRUN-FM *1947*	*Ch. 289 (B)* *105 7mc* *4.3kw*		*Rural Radio*				.... *GE*
WALTON							
WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. Rte. 206 1270	KBS	E. Ogden Bush, p Arthur L. Cooper, g & cm	H. C. Fisher, sm, pd & pmm Gene Robinson, ce Ruth G. Felter, mus. d	Arthur C. Kyle, nd Clarence Denton, fd Marvin Lloyd, sd Gen Parker, wd	.... UP G
WATERTOWN							
WATN 1941	1240 250	Watertown Bcstg. Corp. Woolworth Bldg. 975	MBS Devney	G. Harry Righter, p, g & cm	Donald Schryver, co-ce J. Frederick Sprague, co-ce	Donald K. Hopkins, sd	St. AP RCA
WWNY 1951	790 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, o & p Louis Saiff Jr., g & cm Earl R. Kelly, sm	James W. Higgins, asst. sm & pd John Cleveland, pmm	Maynard Davis, ce John G. Case, sd Dorothy Parr, wd	Assoc., Wld. UP RCA
WWNY-FM *1948*	*Ch. 263 (B)* *100.5mc* *14.4kw*		*Rural Radio*				
WETHERSFIELD							
WFNF(FM) *1948*	*Ch. 299 (B)* *107.7mc* *5.4kw*	*Rural Radio Network* *118 N. Tioga St.* *Ithaca, N. Y.* *4-6301*	*Rural Radio*	*C. E. Snyder, p* *R. B. Gervan, secy-treas.* *M. R. Hanna, gm*	*D. K. DeNeuf, asst. gm engrg. & sta. rel. d* *H. S. Brown, slm* *J. A. Short, prog. m*	*M. N. Knapp, prog. sup.* *L. Hamrick, farm service d* *T. R. Humphrey, ce*	*Assoc., St.* *UP* *GE*
WHITE PLAINS							
WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Headley-Reed	Valentine E. Macy Jr., p Frank A. Seitz, vp & ce John E. Arens, cm	Randall Kaler, pd William L. Fanning, treas.	Harry F. Lippold, secy. Lenny Dillon, sd Joan M. Schneider, wd	Assoc., Wld. AP WE
WFAS-FM *1932*	*Ch. 280 (A)* *103.9* *0.12kw*						.... *REL.*

NORTH CAROLINA

AHOSKIE							
WRCS 1948	970 1,000-D	Roanoke Chowan Bcstg. Co. Ahoskie 333		Charles H. Jenkins, p P. G. Sewell, g & cm Elva Creech, pmm & wd Johnny Palmer, pd & sd	LaVerne Watson, fd J. M. Sherwood Jr., ce	Burt Derman, nd	Wld. UP Ray
ALBEMARLE							
WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS, LBS Devney Dodson	M. M. Palmer, p W. J. Page, gm	C. H. Shankle, cm J. T. Newman, pd	J. D. Brooks, ce	.... UP Ray.
ASHEBORO							
WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. 303 E. Salisbury St. 2187		Roy Cox, p J. R. Marlowe, g & cm	Clyde C. Penny, ce Dorothy Lewallen, wd	A. B. Brown Jr., pd, n & fd Vic Smith, sd	Assoc. UP Ray.
WGWR-FM *1949*	*Ch. 222 (B)* *92.3mc* *10kw*		*Dixie FM*				

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ASHEVILLE

WISE 1939	1310 5,000-LS 1,000-N DA	Radio Station WISE, Inc. 100 College St. 3-5381	NBC Devney	Harold H. Thoms, p & gm Loyd B. Leonard, cm	Harold Moon, pd & sd Floye Bowers, pmm, wd & traffic m	John Randolph, ce Dick Harshaw, nd	.... AP Col.
WLOS 1947	1380 5,000-LS 1,000-N DA-N	Skyway Bcstg. Corp. P. O. Box 2389 2-2431	ABC Taylor	Charles B. Britt, evp A. Kenneth Beachboard, gm	George Roesler, c & pmm William Robertson, pd William Chambers, ce	R. Fred Brown, n & sd William Bennett, fd Sunny Daye, wd	Wld. UP RCA
WLOS-FM *1947*	*Ch. 282 (B)* *104.3mc* *9.2kw*						
WSKY 1946	1230 250	Radio Asheville, Inc. 12 Church St. 3-4451	LBS Rambeau	Carl Bamford, p Zeb Lee, gm & sd	Cliff W. Bowers, cm Frank Messer, pd	William Clements Jr., ce	L-W AP Ray.
WWNC 1927	570 5,000 DA-N	Asheville Citizen-Times Co., Inc. 14 O. Henry Ave. 5611	CBS, MBS H-R Reps.,	Don S. Elias, p Cecil B. Hoskins, g & pmm	William H. Hamrick, ce William F. Melia, pd & nd	James A. Hagan, slm Steve Conrad, sd Ellen Callahan, wd	Assoc. AP, UP RCA

BOONE

WATA 1950	1450 250	Wilkes Bcstg. Co. Boone 467	MBS	Mrs. Doris B. Brown, p & gm Roland B. Potter, cm	Charles E. Wilfong, pd, pmm, n & fd Bill K. Phillips, ce	William Craig, sd Catherine Jones, wd	.... AP RCA

BREVARD

WPNF 1950	1240 250	Pisgah Bcstg. Co. Brevard 745	MBS	Ed M. Anderson, p M. L. Jack Hammette, g & cm William Pascal, ce John I. Anderson, exec. d	Dorothy Wallace, pd Frances Walker, wd	Malcolm Wilson, sd Dave Sherrill, pmm & n & fd	.... AP G

BURLINGTON

WBBB 1941	920 1,000-D	Alamance Bcstg. Co., Inc. 318 S. Main St. 6-6376	MBS, KBS McGillvra	E. Z. Jones, gm Phil Eakin, cm Ed Brooks, n, f & pd	Ted Hanker, pmm Berry Tysor, ce Bob Thompson, sd	Doris Rickard, wd	Assoc., Cap. AP WE
WBBB-FM *1946*	*Ch. 267 (B)* *101.1mc* *3.8kw*						
WFNS 1946	1150 1,000-D	Burlington-Graham Bcstg. Co. Burlington 4261	LBS Sears & Ayer	John C. Hanner, gm Wally Mac, pmm Ann Jerome, wd	Alan Friedrich, cm Jim Hall, fd Charles D. Chandler, ce	Bob Jordan, pd Larry Hockaday, nd Bill Diffie, sd	Wld. UP WE
WFNS-FM *1946*	*Ch. 230 (B)* *93.9mc* *2.85kw*						.... WH

CHARLOTTE

WAYS 1942	610 5,000-LS 1,00-N DA-2 CP: 5,000-DA-2	Inter-City Adv. Co. 120 E. 3rd St. 3-7173	ABC, MBS Avery-Knodel	George W. Dowdy, p Walter H. Goan, gm James P. Poston, cm	Harry C. Barfield, pd & sd Kenneth N. McClure, pmm	B. C. Stewart, ce Gladys Lavitan, wd	L-W, SES. UP Col.
WAYS-FM *1947*	*Ch. 299 (B)* *107.7mc* *2kw*						.... *Fed.*
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bcstg. Co. Wilder Bldg. 3-8833	CBS Spot Sales	J. M. Bryan, p Charles H. Crutchfield, vp & gm Larry Walker, asst. gm M. J. Minor, ce Ken Tredwell, pd	Keith S. Byerly, cm Jack Knell, sp events & nd Bob Rierson, pdm	J. R. Covington, pmm Grady Cole, fd Lee Kirby, sd C. K. Spicer, bus m	Assoc., Wld AP, UP RCA
WBT-FM *1947*	*Ch. 260 (B)* *99.9mc* *56kw*						
WBTV(TV) 1949		Jefferson Standard Bcstg. Co. Wilder Bldg.		(For full information see TELECASTING Yearbook)			
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. P. O. Box 58 2-6669	Forjoe	Francis M. Fitzgerald, p & gm Henry G. Grad, cm Fred W. Vinroot, pd & nd	John G. Surratt, pmm & sd Thomas C. Brandon, ce Eric Dehlin, fd	Frances Crowell, wd	Cap. AP GE
WIST 1951	930 5,000-LS 1,000-N DA-N	Broadcasting Co. of the South	MBS Free & Peters	Ray A. Furr, mng. dir. Tom Mitchell, cm	John N. Parker, ce James A. Frazer, pd	Pat McGuinness, nd	Thes. AP Gates
WIST-FM *1948*	*Ch. 284 (B)* *104.7mc* *50kw*						
WSOC 1933	1240 250	Radio Station WSOC, Inc. Box 2536 7138	NBC H-R Reps.	Earle J. Gluck, p & gm Armand F. Bodie, pd & sd	Domar A. Lowrance, cm L. L. Caudle Jr., ce	Nelson Benton, pmm Ron Jenkins, nd Patricia Green, wd	St. AP ....
WSOC-FM *1948*	*Ch. 278 (B)* *103.5mc* *38kw*						.... RCA

CLINGMAN'S PEAK

WMIT(FM) *1951*	*Ch. 295 (B)* *106.9mc* *300kw*	*Mt. Mitchell Bcstrs. Inc.* *Box 546* *Charlotte* *8474*	*LBS*	*W. Olin Nisbet Jr, p*	*Thomas L. Maness, pd*	*J. L. MacFarland, ce*	*St.* *Assoc.* *GE*

CLINTON

WRRZ 1947	880 1,000-D	Radio Station WRRZ, Inc. Butler Building 2354	ABC Walker	W. R. Roberson Sr., p W. R. Roberson Jr., evp	George S. Walston, gm Christine T. Moore, wd	Robert H. Bowden, ce Richard Welsh, pd	Wld. AP G

CONCORD

WEGO 1943	1410 1,000-D	The Cabarrus Bcstg. Co. Box 527 26000		A. W. Huckle, p Elizabeth G. Huckle, secy.-treas.	Howard McCurry, cm, pd & pmm	James M. Wise, ce	Thes. AP Ray.

DUNN

WCKB 1946	780 1,000-D	N. C. Central Bcstrs. P. O. Box 431 3133	KBS	Lofton A. Tart Sr., p A. Lincoln Faulk, g & pmm Carl E. Lamm, cm Polly Faulk, wd	Joseph C. Kotlas, ce Edward L. Burwell, pd Alan Compton, sd	Jim McMillen, n & fd	L-W UP G

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DURHAM							
WDNC 1934	620 5,000-LS 1,000-N DA-2	Durham Radio Corp. 138 E. Chapel Hill St. 6155	CBS Raymer	Carl C. Council, p J. Frank Jarman, vp, g & pmm C. James Woodhouse, cm	E. R. Higgins Jr., pd & nd Sue Taylor, office m	G. W. Bartlett, ce Woody Woodhouse, sd Frances Jarman, wd	Assoc. UP WE
WDNC-FM *1948*	*Ch. 286 (B)* *105.1mc* *36kw*						
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919	MBS Cooke	Thomas B. Sawyer, p Thomas O. McCaffrey, gm William R. Kirby, cm Edward Coles, pd & sd	Benjamin Kimball, pmm Edward Norman, ce Leslie F. Carroll, wd & traffic m	Cecil Tucker, nd Charles Cook, fd	Cap. INS WE
WTIK 1946	1310 1,000-LS 500-N DA-N	Durham Bcstg. Enterprises, Inc. 205½ W. Main St. 6-101	ABC Pearson Tobacco	Floyd Fletcher, gm Harmon L. Duncan, cm	Ken Corbitt, pd & pmm Arlis A. White, co-engr. Roy E. Fullen, co-engr. Jack Watts, fd	Charles H. Cash, sd Jane Bullock, wd	Cap., Wld. AP *RCA*
ELIZABETH CITY							
WCNC 1939	1240 250	Albemarle Bcstg. Co. E. Colonial Ave. 4370	Burn-Smith	Jos. A. Gill, p Geo. W. Haskett, g & cm & nd	Maud H. McClelland, pd, pmm & wd Benjamin Shannon, ce	James Wood, sd	SES. UP G
WGAI 1947	560 1,000-LS 500-N DA-2	WGAI Radio Co., Inc. Kramer Bldg. 4372	ABC, LBS Tobacco	Herbert Peele, p & nd C. Alden Baker, gm	Bob Thomas, cm & pd Connie Hunt, traffic m & wd	Bill Melson, fd Bob West, sd	Wld. AP Ray.
ELKIN							
WIFM 1951	1540 250-D	Yadkin Valley Bcstg. Co. 739	LBS Continental	John A. Hinshaw, o, m & ce	Johnny Miller, cm, prog. m & sd	Ruby Alexander, wd	Cap. UP Ray.
WIFM-FM *1949*	*Ch. 265 (A)* *100.9mc* *0.35kw*						.... *REL*
FAYETTEVILLE							
WFAI 1948	1230 250	Rollins Bcstg., Inc. Huske Building 8131	CBS	John W. Rollins, p O. Wayne Rollins, vp James H. Mayes Jr., gm	Tom Harrell, cm & nd Les Coleman, fd	Frank Wormwood, ce Ray Woodard, pd & sd	.... AP Ray.
WFLB 1948	1490 250	Fayetteville Bcstrs., Inc. P. O. Box 512 7136	ABC, LBS Burn-Smith	Harry B. Stein, p L. W. Allen, gm	William D. Bailey, ce	Charles M. Gaylord, cm William Farrior, pd, n & sd	.... AP RCA
WFNC 1940	1390 5,000-LS 1,000-N DA-2	Cape Fear Bcstg. Co. 114½ Anderson St. 4848	MBS Tobacco, Walker	T. K. Weyher, p Victor W. Dawson, g & cm	N. R. Martin, pd, sd & pmm Jack Ikner, ce	Vestal Taylor, n & fd	.... UP WH
WFNC-FM *1947*	*Ch. 251 (B)* *98.1mc* *14kw*		*Dixie FM*				*GE*
FOREST CITY							
WBBO 1947	780 1,000-D	Rutherford County Radio Co. Forest City 3205	LBS	Ed M. Anderson, p & gm Fred Blanton, cm & sd	Jane Smith, pd, pmm & wd	Merton Iwerks, ce Charles Melton, n & fd	L-W AP ....
WBBO-FM *1948*	*Ch. 227 (B)* *93.3mc* *1.5kw*		*Dixie FM*				*REL*
FUQUAY SPRINGS							
WFVG 1949	1460 1,000-D	WFVG Bcstg. Co. Varina, N. C. 333		J. M. Stephenson, p Marshall T. Pack, gm Auburn C. Hayes, cm Walter Pearson, pd	William Weathers, pmm William Johnson, ce Robert Porter, slm Mark Thomas, nd	Parson Porter, fd Ray Godwin, sd Ruby Lee Pack, wd	.... AP G
GASTONIA							
WGNC 1939	1450 250	Catherine T. McSwain Gastonia 5-0821	ABC Continental	Catherine T. McSwain, p Pat McSwain, gm	Fred Gray, pd W. C. Groves Jr., ce	F. C. Abernethy, cm	L-W UP Ray.
WGNC-FM *1947*	*Ch. 270 (B)* *101.9mc* *11.1kw*						.... *RCA*
WLTC 1948	1370 1,000-D	Gastonia Bcstg. Svc. Inc. Box 1010 5-1079	LBS Clark	James B. Petty, p & gm B. C. Morrow, cm	Don Voigt, ce & fd	R. B. St. Lawrence, pmm, pd, s & nd	Wld. UP Ray.
GOLDSBORO							
WFMC 1951	730 1,000-D	Southern Radio & Television Corp. Goldsboro 963		Hayden Stuart, p William R. Murray, g & cm	Charles S. Carter, pd & pmm	William W. Bridges, ce	SES., Wld. UP WE
WGBR 1939	1150 1,000-DA-2	Eastern Carolina Bcstg. Co., Inc. Borden Bldg. P. O. Box 1024 1550	ABC	A. T. Hawkins, p Vassie G. Balkcum, gm & pd N. L. Royster, c & pmm & fd	Daniel B. Trueblood, ce M. G. McFarland, office m & wd	Margaret G. Long, nd Jack Lee, sd	Assoc. AP ....
WEQR(FM) *1946*	*Ch. 227 (B)* *93.3mc* *35kw*	*(WGBR, AM Affiliate)*					.... *REL*

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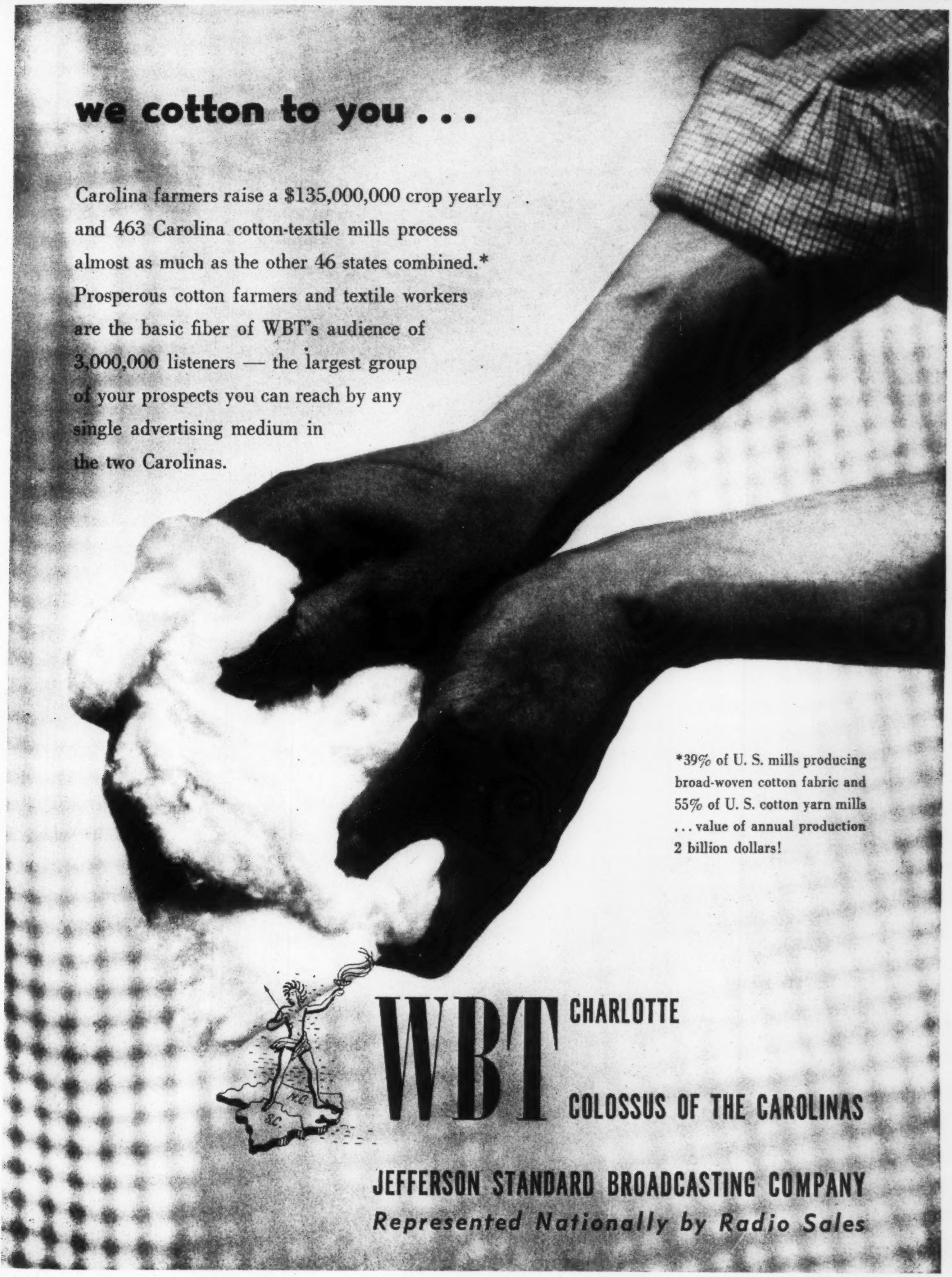

we cotton to you . . .

Carolina farmers raise a $135,000,000 crop yearly and 463 Carolina cotton-textile mills process almost as much as the other 46 states combined.* Prosperous cotton farmers and textile workers are the basic fiber of WBT's audience of 3,000,000 listeners — the largest group of your prospects you can reach by any single advertising medium in the two Carolinas.

*39% of U. S. mills producing broad-woven cotton fabric and 55% of U. S. cotton yarn mills . . . value of annual production 2 billion dollars!

WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Radio Sales

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
GREENSBORO							
WBIG 1926	1470 5,000 DA-N	North Carolina Bcstg. Co., Inc O. Henry Hotel Bldg. 6125	CBS Hollingbery	Gilbert M. Hutchison, p & gm William P. Mitchell, cm	Alfred J. Rice, pd Aileen Gilmore, pmm	Earl F. Allison, ce Charles Mitchell, nd	Thes., Wld. AP WE ....
WCOG 1948	1320 1,000 DA-1	Inter-City Advertising Co. P. O. Box 1439 3-6925	ABC Avery-Knodel	George W. Dowdy, p B. George Barber Jr., cm William E. Jackson, Jr., pd & sd	Henry E. Sullivan, gm Ernest C. Pate Jr., ce	Sandra Sisk, wd	L-W, UP Ray.
WFMY(FM) *1948*	*Ch. 247 (B)* *97.3mc* *34kw*	*Greensboro News Co.* *212 N. Davie St.* *3-8611*	*Dixie FM*	*E. B. Jeffress, p* *Gaines Kelley, gm*	*Virgil V. Evans, cm* *Arthur C. Stringer Jr., pd*	*William E. Neill, ce* *Catherine Sloan, prom. d*	*Assoc., Thes* *UP* *WE*
WFMY-TV 1949		Greensboro News Co. 212 N. Davie St.		(For full information see TELECASTING Yearbook)			
WGBG 1942	1400 250	Greensboro Bcstg. Co. P. O. Box 2280 3-3631	MBS Burn-Smith	Ralph Lambeth, p & gm Earl O. Sullivan, pmm	L. O. Hutchins, cm Bob Montgomery, fd	H. M. Craven, pd Dick McAdoo, sd	L-W UP G
GREENVILLE							
WGTC 1940	1590 5,000-LS 1,000-N-DA-N	Carolina Bcstg. System, Inc. P. O. Box 898 3182	MBS Tobacco Pearson	Earl McD. Westbrook, p A. Hartwell Campbell, g & pmm	Carl McKinney, cm Hank Tribley, ce	Earl Lewis, pd & nd Charles Whedbee, s & fd	Cap., Wld. UP ....
HENDERSON							
WBID (CP)	1450 250	Nathan Frank Henderson 590-W		Nathan Frank, p			
WHNC 1945	890 1,000-D	Henderson Radio Corp. Norlina Rd. 736	MBS	S. S. Stevenson, p Nathan Frank, vp, g, c & pmm & fd	Harry Trotman, pd Lewis Hiland, ce Bob Harrison, n & sd	Virginia Frank, wd	Cap., L-W, Thes. AP WE
WHNC-FM *1948*	*Ch. 223 (B)* *92.5mc* *9kw*						.... *WH*
HENDERSONVILLE							
WHKP 1946	1450 250	Radio Hendersonville, Inc. Chimney Rock Rd. 9061	MBS, KBS Cook	Beverly M. Middleton, p	Kermit Edney, m	Robert Smith, slm Charles Renfrow, ce	Mac. AP G
HICKORY							
WHKY 1939	1290 5,000-LS 1,000-N DA-N	Catawba Valley Bcstg. Co. Radio Bldg. 2294	ABC Walker	Carl V. Cline, p Edmund S. Long, gm C. G. (Jack) Starnes, pd & pmm	Sunny Hoyle, sd Dr. Harry D. Henry, nd	(Mrs.) Lanthe Campbell, wd	SES., Wld. UP Col., WE
WIRC 1948	630 1,000-D	Foothills Bcstg., Inc. 329 First Ave. Hickory 2124		Edmond H. Smith Jr., g, pmm & secy-treas. Margaret A. Smith, n & wd	Lee Douglas, cm Elmer Troutman, ce Dick Benson, sd	Thomas (Tom) E. S. Long, tech. d Mrs. Mattie Padgett, pd Bill Wootten, fd	L-W AP Col.
HIGH POINT							
WHPE 1947	1070 1,000-D	High Point Enterprise, Inc. 305-7 N. Main St. 3466	KBS, LBS	R. B. Terry, co-o D. A. Rawley, co-o Walter F. Hester, cm	Nick Lawrence, pd Yancey Cecil, ce Morrison Combs, nd	Bill Currie, sd	Assoc. AP G
WHPE-FM *1947*	*Ch. 238 (B)* *95.5mc* *37kw*						.... *GE*
WMFR 1935	1230 250	Radio Station WMFR, Inc. 164 S. Main St. 4593	ABC Burn-Smith	Frank S. Lambeth, p & gm Gerald D. Sullivan, asst. pmm	Gary Davis, pd, n & wd Frank Smith, cm Wayne Morgan, fd	Robert Moore, ce Bill Smith, sd	Cap., L-W UP G
WMFR-FM *1946*	*Ch. 258 (B)* *99.5mc* *38kw*						.... *REL*
JACKSONVILLE							
WJNC 1945	1240 250	Lester L. Gould Box E 707	MBS Tobacco, Pearson	Lester L. Gould, p & gm Dorothy Gould, asst. to p & pmm Frances A. Bovick, pd & wd	Rodric Jones, cm Howard P. Cohen, ce James J. Cooney, sd	Roger T. Kirk, nd Charlie C. Clark, fd	L-W UP G
KANNAPOLIS							
WGTL 1947	870 1,000-D	Fred H. Whitley Inc. P. O. Box 997 870		Fred H. Whitley, p & gm	Foy Hinson, ce		L-W, Wld. UP ....
KINSTON							
WELS 1950	1010 1,000-D	Farmers Bcstg. Service 1400 W. Vernon Ave. 5151	MBS, KBS Devney	E. L. Scott, p Ed Shepherd, pd	Jack P. Hankins, gm Al Mian, ce	Lynwood Moseley, cm & sd Peggy Kyle, wd	.... UP ....
WFTC 1937	1230 250	Kinston Bcstg. Co. 204 E. King St. 4111	ABC, CBS, NBC Burn-Smith	William S. Page, p & gm Carl B. Caudill Jr., pmm, n & sd	Joseph Harold Vester, cm David E. Hardison, ce	Bruce Petteway, pd & nd Catherine Cooke, wd	L-W UP Ray.
LAURINBURG							
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS, LBS Tobacco Devney	Edwin Pate, p W. S. Brown, cm Truman Brock, ce	J. R. Dalrymple Jr., gm & fd Bill Hogan, pmm & sd Dick Brown, nd	Paul Wynn, pd Rita Ryte, wd	Wld. UP Ray.
WEWO-FM *1951*	*Ch. 243 (B)* *96.5mc* *9.2kw*						
LEAKSVILLE							
WLOE 1946	1490 250	Douglas L. Craddock Leaksville 701	MBS	Douglas L. Craddock, p, g, c & pmm	Kenneth Thomas, pd, n & sd	Eldredge Winn, ce	Wld. AP RCA
WLOE-FM *1946*	*Ch. 224 (A)* *92.7mc* *0.82kw*						.... *GE*
LENOIR							
WJRI 1947	1340 250	John P. Rabb 107 West Ave. 761	MBS, KBS	John P. Rabb, p & gm Harvey C. Atchisson, ce	F. Kent Atwater, cm & pd C. W. Porter, sd	K. Rabb, wd Max C. Clup, fd	

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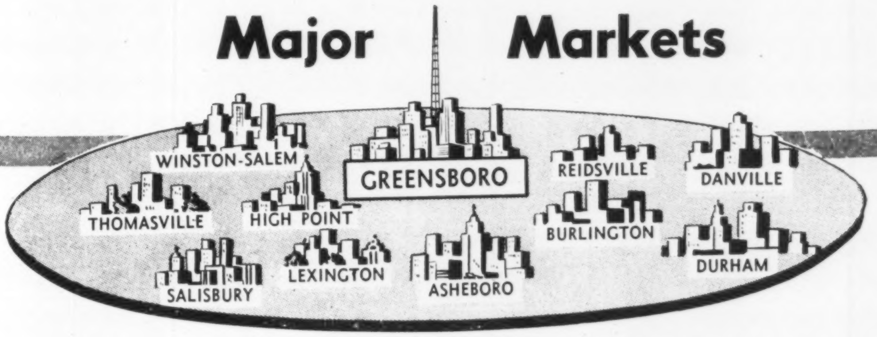
FOR OVER 25 YEARS

WBIG Has Been the Buy-Word For One of the South's Major Markets


WINSTON-SALEM
GREENSBORO
REIDSVILLE
DANVILLE
THOMASVILLE
HIGH POINT
BURLINGTON
LEXINGTON
SALISBURY
ASHEBORO
DURHAM

One of the nation's outstanding regional stations, WBIG for over 25 years has been serving nearly 1,000,000 people who reside in its 50 mile radius.

WBIG's potential out-of-home audience is a plus factor no radio buyer should overlook: in WBIG's market as of September 30, 1951 there were 279,436 cars; a composite result of 4 spot checks in Greensboro and High Point, N. C. revealed 64.74% of the cars equipped with radios!

WBIG
MARKET DATA
16 Counties

1950 Radio Homes*	198,187
1950 Retail Sales†	$651,567,000
1950 Total Farm Income*	$90,234,756

SOURCE: 1951 Broadcasting Marketbook
†*SOURCE: 1951 Sales Management*

WBIG

A COLUMBIA AFFILIATE

Represented by George P. Hollingbery Co.

THE PRESTIGE STATION OF THE CAROLINAS

WBIG CBS IN GREENSBORO, N.C.

5000 WATTS DAY AND NIGHT

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
LEXINGTON							
WBUY 1946	1450 250	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS, LBS Continental	Omar G. Hilton, ptnr. Greeley N. Hilton, ptnr.	Robert Ray, sta. m & pd Robert Raker, cm	E. P. Mallard, ce	L-W AP G
WBUY-FM *1949*	*Ch. 232* *94.3mc* *0.3kw*						
LUMBERTON							
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 1080	MBS, KBS Continental	James McNeil, gm			St. AP ....
MARION							
WBRM 1949	1250 1,000-D	Lake City Bcstg. Corp. 13 West Court St. 7221	LBS Tobacco	W. P. Erwin, p & gm J. L. Reynolds Jr., vp, pd & pmm	J. C. Pleasant, cm Hubert C. Martin, ce Jessie Reynolds, n & wd	Jim Prince, fd Syd Carrigan, sd	.... UP G
MAYODAN							
WFMB(FM) *1949*	*Ch. 228 (A)* *93.5mc* *0.38kw*	*Mayo Bcstg. Corp.* *Mayodan* *Madison 9207*	*LBS*	*J. Banner Shelton, p*	*L. E. Rish, gm & ce*		*L-W* *UP* *G*
MONROE							
WMAP 1947	1060 250-D	Union Bcstg. Corp. Box 382 1060	KBS, LBS	D. E. Marable, p J. Archie Laney, g & pmm & fd Z. Bright Tucker, cm	Frank A. Funderburk, pd & nd Robert I. Smith, ce	William D. Benton, bus. m Wally Mars, sd Hallie Welsh, wd	Wld. UP G
MOORESVILLE							
WHIP 1950	1350 1,000-D	Wayne M. Nelson Mooresville 500	KBS	Wayne M. Nelson, p, g & cm	E. M. Stanton Jr., ce		Cap. UP WE
MOREHEAD CITY							
WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Morehead City 6-3183	McGillvra	Grover C. Munden, p & gm	Jimmy Wallace, cm & pmm	Ray Cummins, pd, ce, s & wd Walt Niemi, n & fd	St., Wld. UP WE
MORGANTON							
WMNC 1947	1490 250	Nathan J. Cooper Morganton 1100	MBS	Nathan J. Cooper, o & m Emory T. Alwran, cm	(Mrs.) Madelyn Patton, pd Frank A. Ballew, ce	Douglas Smith, nd	Cap. AP Ray.
MOUNT AIRY							
WPAQ 1948	740 1,000-D	Ralph D. Epperson Mt. Airy 682	Clark	Ralph Epperson, p, gm & pd W. E. Craddock Jr., cm	Ruby Wray, asst. pd Joe Johnson, pm A. Bruce Fleming, ce	Johnny Joyce, n & sd Neil Smith, fd	St. AP Col.
WSYD 1951	1240 250	Mount Airy Bcstrs., Inc. P. O. Box 53 581	MBS	Robert H. Epperson, p, gm & ce	Tom Stewart, asst. m	Erastus F. Poore, cm Jim Harrelson, pd & pmm	.... Col.
NEW BERN							
WHIT 1943	1450 250	Harmon L. Duncan New Bern 4450	MBS Tobacco, Pearson	Harmon L. Duncan, p Ray D. Williams, g & cm Bruce Lee, asst. gm & sd	Stuart Hall, pmm Billy Haire, ce Edythe Williams, nd	Bob Pugh, fd Georgia Bouher, wd	L-W UP G
NEWTON							
WNNC 1951	1230 250	Newton-Conover Bcstg. Co. West A St. Extension 930	MBS	Charles Turner, p	Earl Holder, gm & nd Eugene Henry, cm Dennis Long, ce	George Yarbrough, pd Cecille Bost, wd	.... UP Ray.
NORTH WILKESBORO							
WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. North Wilkesboro 633		(Mrs.) Doris B. Brown, p, gm & pd	Roland B. Potter, cm Walter Harrold, ce	Ben Talbot, nd Anne Martin, wd	Wld. AP Col.
OXFORD							
WOXF 1949	1340 250	Oxford Bcstg. Corp. P. O. Box 1111 4167		Frank W. Hancock, p James F. Flanagan, gm & sd	Bill Blalock, cm, pd & nd Bob Smith, pmm Archie Hawkins, ce	Hart Curl, fd Doris Dickerson, wd	Cap. AP Ray.
RALEIGH							
WNAO 1948	850 10,000-LS 5,000-N DA-N	News & Observer Pub. Co. 219 S. McDowell St. 2-0321	ABC Weed	Frank A. Daniels, o G. F. Albright, gm David A. Brown, cm & pd	Scott Summers, pmm & nd Eugene J. Reopelle, ce	Wally Ausley, sd	Assoc., Cap. UP RCA
WNAO-FM *1948*	*Ch. 241 (B)* *96.1mc* *25kw*						
WPTF 1924	680 50,000 DA-N	WPTF Radio Co. Insurance Bldg. 8311	NBC Free & Peters	Richard H. Mason, gm R. W. Youngsteadt, slm Graham B Poyner, prog m	Henry Hulick Jr., ce J. Edgar Kirk, nd	Joe Reaves, fd Jim Reid, sd Harriet Pressly, wd	L-W AP, UP WH
WPTF-FM *1949*	*Ch. 234 (B)* *94.7mc* *15kw*						
WRAL 1939	1240 250	Capitol Bcstg. Co. 130 S. Salisbury St. 6411	MBS Tobacco Dixie FM Pearson	A. J. Fletcher, p Fred Fletcher, gm	Jesse Helms, pd & nd Virgil Duncan, ce	Ray Reeve, sd	.... AP WE
WRAL-FM *1946*	*Ch. 268 (B)* *101.5mc* *54kw*						
REIDSVILLE							
WFRC 1947	1600 1,000 DA-N	Piedmont-Carolina Bcstg. Co. 116½ Gilmer St. 4361	ABC, KBS	H. T. Williams, p Steve Woodson, gm	Forrest Bedell, cm Alfred Nelson, pd	Sam E. Sexton, ce	Assoc., Thes. AP Ray.
WREV 1950	1220 250-D	Reidsville Bcstg. Co., Inc. 114½ N. Scales St. 7051	LBS Devney	William M. Oliver Sr., p & gm	Alan C. Friedrich, cm & pmm	W. T. Martin, ce	St. UP G
WREV-FM *1948*	*Ch. 271 (B)* *102.1mc* *1.6kw*						.... *Fed.*

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North Carolina
Rates More Firsts In
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Than Any Other Southern State.

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AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ROANOKE RAPIDS							
WCBT 1940	1230 250	WCBT, Inc. 251 Roanoke Ave. 7-8551	MBS, KBS Keller	J. Winfield Crew Jr., p Bernard M. Dabney, g, c & pmm Gerald H. Elliott, asst. m	Donald O. Collins, pd. Claude W. Meares, ce Barbara Turner, traffic m	Al Joseph, sd (Mrs.) Mamie Elliot, wd	L-W, SES. UP WE
WKFM(FM) *1949*	*Ch. 254 (B)* *98.5mc* *16kw*	*(WCBT, AM Affiliate)*					.... *REL*
ROCKINGHAM							
WAYN 1946	900 1,000-D	Radio Station WAYN, Inc. Rockingham 4041		Wayne M. Nelson, p & gm	Matt F. Gettings, res. m & cm	Wm. E. Henley, ce	Cap. UP ....
ROCKY MOUNT							
WCEC 1947	810 1,000-D	Eastern Carolina Electronics, Inc. 115 N. Church St. 2-3109	KBS, LBS Tobacco Pearson	Josh Horne, p Mel Warner, g & pmm & & sd	Ray Thompson, cm Ray Wilkinson, pd & nd Grover Taylor, ce	Tal Pollard, fd Bunny Tucker, wd	Assoc. AP Col.
WFMA(FM) *1947*	*Ch. 264 (B)* *100.7mc* *33kw*	*(WCEC, AM Affiliate)*		*Frank Fagan, cm*			.... *Fed.*
WEED 1933	1390 1,000 DA-2	W. Avera Wynne Box 752 8149	ABC Burn-Smith	W. Avera Wynne, p & gm R. E. Horner, cm	E. Snipes, pd	Joe Morris, ce	Thes. AP Ray.
WEED-FM *1949*	*Ch. 221 (A)* *92.1mc* *0.27kw*						.... *REL*
ROXBORO							
WRXO 1949	1430 1,000-D	Roxboro Bcstg. Co. P. O. Box 130 6013	LBS	Harold S. Taylor, g & cm	Lloyd Perkins, ce		.... UP WE
SALISBURY							
WSAT 1948	1280 1,000 DA-N	Mid-Carolina Bcstg. Co. Drawer 99 276	ABC	C. H. Wentz, p J. E. Smith Jr., g & cm	W. F. Fleming, pd	E. E. Sherman, ce	Wld. UP G
WSTP 1939	1490 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS Dixie FM Burn-Smith	Bryce P. Beard, p Alex P. (Pat) Beard, g & pmm	Katherine F. Murphy, cm Russell McIntire, pd Carl B. Watson, ce	Polly Eldon, n, f & wd Hal Frazier, sd	Assoc. AP WE
WSTP-FM *1947*	*Ch. 293 (B)* *106.5mc* *21.5 kw*						.... *REL*
SANFORD							
WEYE (CP)	1290 1,000-D	Waldo W. Primm 519 Cross St.					
WSNS(FM) *1950*	*Ch. 276 (A)* *103.1mc* *0.33kw*	*Radio Sanford, Inc.* *208 Wicker St.* *777*		*Thomas E. Barker, p* *Leland B. Nelson, g & cm*	*George E. Peterson, pd & ce*	*Emilee Averitt, pd & wd*	.... *UP* *G*
WWGP 1946	1050 1,000-D	Sandhills Bcstg. Co. 137 S. Steele St. 860	KBS Continental	J. R. McIver, p W. E. Horner, secy-treas. Earl L. Boyles, g & pmm	James E. Ward, cm Del Carty, pd & nd Edward O. Kopriver, ce	Ken S. Harmon, fd Tom Northington, sd Effie Covert, wd	Wld. UP G
WWGP-FM *1950*	*Ch. 288 (A)* *105.5mc* *0.49kw*						.... *GE*
SHELBY							
WOHS 1951	730 250-D	Western Carolina Radio Corp. P. O. Box 1401 6313	MBS	Lee B. Weathers, p Robert M. Wallace, gm & ce	Max P. Butler, c & pmm R. O. Dorsey, pd	Hugh Dover, fd Don McLain, sd	.... UP Ray.
WOHS-FM *1948*	*Ch. 241 (B)* *96.1mc* *2.6kw*						.... *REL*
SILER CITY							
WNCA (CP)	1570 1,000-D	Chatham Bcstg. Co. Box 44					
SMITHFIELD							
WMPM 1950	1270 1,000-D	Selma Smithfield Bcstg. Co. Box 177 2434		John S. Townsend, co-o, gm & ce J. Fred Horton, co-o	Joe Foster, cm & pd Robert L. Dupree, nd	Bill Kirby, f & sd Louise Grimmer, wd	Cap. UP G
SOUTHERN PINES							
WEEB 1947	990 1,000-D	The Sandhill Community Bcstrs., Inc. 113-115 E. Broad St. 2-2942	MBS	Jack S. Younts, pg, g & pmm Joe Warren, cm	Elizabeth Younts, pd	Melvin Kushner, ce	Assoc. AP G
STATESVILLE							
WSIC 1947	1400 250	Statesville Bcstg. Co., Inc. Radio Rd. P. O. Box 1189 9078	MBS Continental	Dr. James W. Davis, p Chas. D. Melton, g & cm	Jack N. Tompkins, pd T. K. Abernethy, ce	Bill Brown, nd Hadley Williamson, sd	Cap., Wld. AP Tem.
WSIC-FM *1947*	*Ch. 289(B)* *105.7mc* *2.4kw*						.... *REL*
TARBORO							
WCPS 1947	760 1,000-D	Coastal Plain Bcstg. Co. Edgecombe Bank Bldg. 2191	Dora-Clayton	V. E. Fountain, p Doyle Slatterwaite, gm	J. P. MacNair, cm Eccles Wall, pmm	Lee Hodges, ce	Wld. AP Ray.
THOMASVILLE							
WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. P. O. Box 750 902		George W. Lyles Sr., p Harold G. Harrison, g & cm	Frank Thomas, asst. cm James M. McAden, ce John Mauti, nd	David Cockman, sd Nell Fouts, wd	Wld. UP G
WTNC-FM *1949*	*Ch. 252 (A)* *98.3mc* *0.45kw*						.... *RCA*
WADESBORO							
WADE 1947	1210 1,000-D	R. P. Lyon & Son Radio Bldg. 427	KBS Dixie FM Continental	R. P. Lyon, p Walter V. Mitchell, gm	James A. Ballard, cm Bill Billingsley, pd	Cecil A. Sills, ce	.... UP G
WADE-FM *1951*	*Ch. 240 (A)* *95.9mc* *0.285kw*						.... *GE*

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WASHINGTON						
WHED 1948	1340 250	Beaufort Bcstg. Co., Inc. Guaranty Bank Bldg. 278	KBS, LBS Continental	Lee B. Wynne, p F. K. Ward, gm G. Earl Broome, cm & sd	Harry Shriver, pd & fd John F. Wilroy, ce	Sandy Pfoutz, nd Lillie Jackson, wd	L-W UP Ray.
WRRF 1942	930 5,000-LS 1,000-N DA-N	Tar Heel Bcstg. System Bank of Washington Bldg. 403	ABC Walker	W. R. Roberson Jr., p T. H. Patterson, gm	Merrill Daniels, c & pmm Don Pierce, pd	I. G. Murphrey, ce Bill Abeyounis, n & fd Earl Salmon, sd	.... AP WE
WAYNESVILLE						
WHCC 1947	1400 250	WHCC, Inc. Main St. 680	MBS	Holt McPherson, p James B. Childress, g & pmm	Vestal Jones, cm Theatrice C. Childress, pd Frank Wilbur, ce	Danny McClure, nd Wayne Corpening, fd Al Whitehead, sd	L-W .... Ray.
WHITEVILLE						
WENC 1946	1240 250	Whiteville Bcstg. Co. Whiteville 120	MBS Clark	J. A. Maultsby, p Ward Coleman, gm	Auburn Dutton, ce Jerry Honeycutt, cm	Martha Mendenhall, traffic m	
WILLIAMSTON						
WIAM 1951	900 1,000-D	Martin County Bcstg. Co. 110 So. Smithwick St. 2478		James H. Gray Sr., co-o Charles R. Gray, co-o	R. B. Armstrong, gm, pd & fd Carl B. Armstrong, c & pmm	James Kitchings Jr., ce Jay Roberts, n & sd	L-W UP G
WILMINGTON						
WGNI 1946	1340 250	New Hanover Bcstg. Co. P. O. Box 869 2-2493	MBS Tobacco Pearson	J. S. Brody, p Allen B. Jones, gm	Tommy Thompson, cm Paul Parker, pd & nd	Lou Essick, pmm & sd Arthur L. Madeley, ce	Thes. UP WE
WMFD 1935	630 1,000 DA-2	Richard Austin Dunlea Radio Bldg. 4840	ABC Burn-Smith	R. A. Dunlea, p & gm Claud O'Shields, cm	Bruce Buchanan, pd & sd R. A. Dunlea Jr., pmm	E. I. Herring Jr., ce M. Johnston, wd	.... UP RCA
WMFD-FM *1949*	*Ch. 242 (B)* *96.3mc* *11.5kw*						
WILSON						
WGTM 1937	590 5,000 DA-2	Waston Industries Inc. Wilson 2188	CBS Walker	Penn T. Watson, p Allen Wannamaker, gm R. R. Brunson, cm	Bill Gordon, pd Clint Faris, pmm & sd Bill Malone, ce	Jim Russell, nd Bill Glover, fd Mavis Barnes, wd	Thes. UP Ray.
WVOT 1948	1420 1,000-LS 500 DA-N	Wilson Radio Co. Inc. Wilson 5157	MBS Pearson	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhon, pd (Mrs.) Lynda Thomas, pmm Dan Williams, ce	Callbie Wood, nd Jack Foster, fd Wes Perry, sd	.... AP RCA
WINSTON-SALEM						
WAAA 1950	980 1,000-D	Community Bcstg. Service Inc. Atlantic Bldg. 2-4121	Forjoe Dora-Clayton	Roger Page Jr., p			
WAIR 1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC Walker	George Walker, p & gm Pat Taylor, cm Bernice Morris, pd	Lawrence F. Patrick II, pmm Lee King, ce	Hal Memrick, sd Polly Hartel, wd	Cap., Wld. AP WE
WAIR-FM *1947*	*Ch. 226 (B)* *93.1mc* *34kw*						.... *GE*
WSJS 1930	600 5,000 DA-2	Piedmont Pub. Co. 419-21 N. Spruce St. 5-2311	NBC Headley-Reed	Gordon Gray, p Harold Essex, vp & gm Harry B. Shaw, slm	Robert C. Estes, pm Jack Burney, pmm Phil Hedrick, d of engrg.	F. O. Carver, nd Harvey Dinkins, fd Bob Scott, sd	Assoc., St. UP WE
WSJS-FM *1947*	*Ch. 281 (B)* *104.1mc* *48kw*						.... *GE*
WTOB 1947	1380 1,000 DA-1	Winston-Salem Bcstg. Co. P. O. Box 2798 3-4353	CBS, MBS Taylor	James W. Coan, p John G. Johnson, gm	Owen Spann, pd & sd Ben Vogler, ce	Betsy Lee McNair, wd	.... AP G

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NORTH CAROLINA

WSJS DELIVERS

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* Sales Management 1951
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NORTH DAKOTA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BISMARCK							
KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 202½ 4th St. 468	NBC Blair	P. J. Meyer, p F. E. Fitzsimonds, gm R. W. MacLeod, cm	Cal Culver, pd Larry Kindle, pmm Ivar Nelson, ce	Jack Swenson, nd Doug Anderson, sd	Thes., SES. AP, UP RCA
DEVILS LAKE							
KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS, KBS Great Northern Lawson	Bert Wick, p & gm	Wilbur Clemenson, pd	Richard Moritz, ce	.... UP WE
DICKINSON							
KDIX 1947	1230 250	Dickinson Radio Assn. 119 - 2nd Ave., West 4113	KBS	Dr. Paul J. Weir, p Orville F. Burda, g & pmm E. A. Spear, cm	William C. Mason, pd & sd Clark E. Franklin, ce Beatrice A. Spear, traffic m	Loren Haacke, co-nd Karl Johnson, co-nd Earl Mann, fd Marguerite Graham, wd	SES., St. AP G
FARGO							
KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. KFGO Bldg. 23291	ABC Bolling	W. R. Haggart, p Charles G. Burke, g, c & pmm	Dave Henley, pd Olaf Gabrielson, ce	Jim Shirek, n & fd Mary Mertens, wd	St. AP RCA
WDAY 1922	970 5,000 DA-N	WDAY Inc. Black Bldg. 5357	NBC Northwest Free & Peters	Earl C. Reineke, p & gm Jack Dunn, sm Tom Barnes, slm & fd Ken Kennedy, pd	Roy Pedersen, pmm Juline Savold, ce Glenn Flint, nd	Bill Weaver, sd Ernie Brevik, pub. service d	Thes. AP, UP RCA
GRAND FORKS							
*KFJM 1923	1440 1,000-LS 500-N ST-KILO	U. of North Dakota Grand Forks 4-6141		S. Donald Robertson, pd	Arnold E. Petrich, ce		.... G
KILO 1941	1440 1,000-LS 500-N ST-KFJM	Grand Forks Herald First Nat'l Bank Bldg. 4-5321	CBS Avery-Knodel	M. M. Oppegard, p J. Warren McClure, gm	Herman Livingston, c & asst. to m Jeff Gorham, pd & fd	Arnold F. Petrich, ce Donald J. Kelly, n & fd Peg Jenson, wd	St. UP G
KNOX 1947	1400 250	Community Radio Corp. Grand Forks 4-4611	MBS, KBS Great Northern Nat'l Time Sales Upper Midwest	Carroll Day, p Elmer Hanson, gm	Jack French, asst. m, pd & sd Robert Lukasson, cm	Robert Whyte, pmm & nd Clifford Thomfords, ce James Hutton, fd	Wld. UP WE
JAMESTOWN							
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co., Inc. 429 S. W. 2nd. 1600	CBS Weed	John W. Boler, p Donn Clayton, gm & nd Jud Milton, cm & co-sd Robert Ingersoll, slm (Bismarck)	James McKnight, slm (Fargo) Don Kinsley, pd & co-sd	Hal Kennedy, pmm Robert Ridgeway, ce Chester Reiten, fd Cis Hadley, wd	.... UP RCA
MANDAN							
KGCU 1925	1270 1,000-LS 250-N	Mandan Radio Assn. Inc. 200 3rd Ave., N.W. 561	MBS Great Northern Walker Lawson	Walton S. Russell, p Paul Gussner, g & cm	Merritt Bushee, pd, n & fd	Ray Barnett, ce Pat Phillips, sd	Assoc., L-W AP RCA
MINOT							
KCJB 1950	910 1,000 DA-N	North Dakota Bcstg. Co., Inc. 104-A South Main 51-161	CBS Weed	John W. Boler, p & gm G. H. McKinnon, cm Arv Johnson, pd	Charles Hinshaw, pmm Don Harris, ce W. H. Johnson, nd	Chet Reiten, fd Cis Hadley, wd	.... UP RCA
KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. Minot 41-146	MBS Great Northern Walker	John B. Cooley, p C. W. Baker, gm & ce E. H. Cooley, cm & fd	James J. Hautman, pd & pmm	Kenneth M. Knutson, nd Robert D. Junkert, sd Rosella Kounovsky, wd	.... AP, UP Col.
VALLEY CITY							
KOVC 1936	1490 250	KOVC Inc. Valley City 408-W	MBS, KBS Great Northern	Robert E. Ingstad, p, g & cm & nd	Russ Kaber, pd, pmm & sd	Chas. Sjostrom, ce Bob Jensen, sp. events d	.... UP Col.
WAHPETON							
KBMW 1948	1450 250	(See Breckenridge, Minn. listing)					
WILLISTON							
KWBM 1948	1450 250	KWBM Bcstg. Co. Box 198 1450		Charles L. Scofield, ptnr. gm, ce & fd	James C. Carson, ptnr., cm & sd L. P. Holloran, pd	Fay Faltys, pmm Rodney Romine, n & wd	Wld. UP WE

OHIO

AKRON							
WADC 1925	1350 5,000 DA-1	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS Hollingbery	Allen T. Simmons, o & m Robert B. Wilson, asst. m Secrest Williams, sls, prom. d	Harold Hageman, pd & nd Karl Osborne, mus. d & fd Lawrence Hennigan, ce	D. B. Buehrle, asst. sls. d Doc Williams, sd Nina Magno, wd	L-W, St. Wld. UP Col.
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. First Nat'l. Tower Hemlock 6151	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm Kenneth M. Keegan, cm	A. R. Cooper, pd & pmm Irwin L. Knopp, ce	Bob Cook, fd Bob Wylie, sd Kitty Brown, wd	Assoc. AP, UP RCA
WAKR-FM *1947*	*Ch. 248 (B)* *97.5mc* *14.7kw*						
WCUE 1950	1150 1,000-D DA-1	Akron Bcstg. Corp. Palace Theatre Arcade Franklin 7114	Forjoe	Tim Elliot, p & oper. m George K. Stroupe, vp & bus. m	Art Ross, pd Jim Smith, pmm & nd George V. Paul, ce George Donlevy, sd	(Mrs.) Evelyn Randolph, traffic m Jack Maurer, loc. slm Ernie Erskine, wd	Thes., Cap. UP GE
WHKK 1944	640 1,000 DA-1 L-KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS Meeker	Sterling E. Graham, p (UBC) R. W. Richmond, vp & gm (UBC) C. W. Green, cm	(Mrs.) George Schitzler, asst. treas. (UBC) Bruce Blake, pd Don O'Neil, pmm Bert Berg, ce	Max Plaugher, nd Rick Reighard, fd Bill Pierson, sd Fran Foster, wd	Thes. AP WE
ALLIANCE							
WFAH(FM) *1947*	*Ch. 269 (A)* *101.7mc* *1kw*	*Review Pub. Co.* *2720 S. Union Ave.* *15345*	*LBS*	*Mrs. Alice Hoiles, p* *Frank A. Hoiles, gm*	*Frank LaBarba, cm* *Robert A. Gates, pd*	*Gene Peterman, ce* *J. Orville Stone, nd*	*Wld., L-W, Thes.* *UP* *GE*

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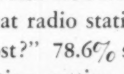
XUM

17 OUT OF 18
PREFER WDAY, FARGO!

According to an independent survey made by students at North Dakota Agricultural College, *17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station.* 3,969 farm families in the rich Red River Valley were asked "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's *great radio buys,* serving one of America's *great farm markets.* Write direct or ask Free & Peters for all the facts on WDAY and the rich Red River Valley!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ASHLAND							
WATG 1950	1340 250	Beer & Koehl Mansfield Rd. 15751	Buckeye McGillvra	Robert M. Beer, p & gm Harlan Cook Jr., cm Richard Leidy, pd	Wayne Byers, pdm, n & sd Richard Matthes, ce	Donald Coffman, fd Cathleen Donges, wd	L-W, Thes. AP RCA
WATG-FM *1947*	*Ch. 267 (B)* *101.3mc* *10.2kw*			*Edgar Koehl, co-o*			
ASHTABULA							
WICA 1937	970 5,000-LS 1,000-N DA-2	WICA, Inc. 221 Center St. 26-221	LBS McGillvra	R. B. Rowley, p W. W. Walrath, gm D. W. Fassett, cm	J. C. Strasen, pd & fd F. N. Bernato, ce G. H. Murray, traffic m	H. H. Sharp, nd Andy Holecko, sd Joan Hart, wd	Wld. UP RCA
WICA-FM *1949*	*Ch. 279 (B)* *103.7mc* *52kw*						*Rel.*
ATHENS							
WATH 1950	1540 1,000-D	A. H. Kovlan & J. D. Sinyard Box 502 360		A. H. Kovlan, co-o, gm & ce J. D. Sinyard, co-o & cm Joe Klarke, pd	Joe Salley, pmm Don Kinker, nd Ted Covert, fd	Robert Carlisle, s & mus. d Vivian Coates, wd	SES. UP ....
BELLAIRE							
WTRF 1947	1290 1,000-D	The Tri-City Bcstg. Co. The Skyline 1515	MBS Walker	Robert W. Ferguson, evp & gm A. T. Fisher, cm	Frank Curtis, pd Helen Gaynor, pmm George Cowen, ce	George Diab, n & sd Paul Howard, fd Jo Dunn, wd Eddie Johnston, mus. d	Assoc., Wld. AP GE
BELLEFONTAINE							
WOHP (CP)	1390 500-D	C. H. Chamberlain P. O. Box 438 6681		C. H. Chamberlain, p & gm	Joe Rockhold, cm & pd	Bill Fox, nd	Thes. AP ....
CAMBRIDGE							
WILE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	H. D. McClelland, p Howard A. Donahoe, vp & gm Richard F. Rose, c & pmm	David C. Lorimer, pd & nd Albert G. Engel, ce & fd	Joseph E. Grimm, sd	Wld. AP Ray.
CANTON							
WAND 1947	900 500-D	P. C. Wilson 106 High Ave., N. W. 6-8396		(More copy to come)			
WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd. 59475	Buckeye Sears & Ayer	S. L. Huffman, p Clark L. Dozer, sta. m Ronald Stranathan, cm	Robert Valliquette, pd & fd Robert Leedham, ce	Joe Tipton, nd Gene Dillon, sd Carolyn Weintraub, wd	Wld., Cap. AP ....
WHBC 1925	1480 5,000 DA-N	The Ohio Bcstg. Co. 550 S. Market Ave. 67166	ABC Taylor	Roy D. Moore, p Robert C. Fehlman, m Paul E. Gilmor, cm	James Roberts, pd Marian Zwallen, pmm Kenneth L. Sliker, ce	Al Frances, nd John Baker, fd Jim Muzzy, sd Carol Adams, wd	Assoc. AP RCA
WHBC-FM *1948*	*Ch. 231 (B)* *94.1mc* *15kw*						
CHILLICOTHE							
WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. Second St. 2244	ABC Grant	Truman Morris, co-o & gm John Haliday, co-o	William R. Mnich, st. m Harold Counts, ce Dave Achor, fd	Ron Johnson, n & fd	Wld. AP WE
CINCINNATI							
WCKY 1929	1530 50,000 DA-N	L. B. Wilson, Inc. Hotel Sheraton Gibson Cherry 6565		L. B. Wilson, p & gm C. H. Topmiller, sta. & cm. & ce	Jeanette Heinze, traffic m John Murphy, n & publ. d Frank Sommerkamp, fd	Paul Sommerkamp, sd Mary Monroe, wd	St., Assoc. INS GE RCA
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capital 0777	MBS Braham	Jack R. Howard, p M. C. Watters, vp & gm Glenn Clark Miller, sta. m	Earl Corbett, pd & pmm Joseph Epperson, ce	Robert Otto, nd Waite Hoyt, sd	L-W AP WE
WCPO-FM *1949*	*Ch. 285 (A)* *105.1mc* *10kw*						
WCPO-TV 1949		Scripps-Howard Radio Inc. 2345 Symmes St.		(For full information see TELECASTING Yearbook)			
WKRC-TV 1926	550 5,000-LS 1,000-N DA-2	Radio Cincinnati Inc. Hotel Alms Woodburn 0550	CBS Katz	Hulbert Taft Jr., p H. E. Fast, gm Kenneth W. Church, natl. slm	Joel W. Stovall, loc. slm Paul Shumate, pd	W. B. Hines, pmm George A. Wilson, ce Tom McCarthy, n & fd Ed Kennedy, sd	Wld. AP WE
WKRC-FM *1947*	*Ch. 270 (B)* *101.9mc* *12.6kw*		*H-R Reps.*	*David G. Taft, mgng. d* *Robert F. Bender, gm*	*Berne V. Venaas, cm*	*Helen Nugent, pd*	.... *AP, UP* *RCA*
WKRC-TV 1949		Radio Cincinnati Inc. Times Star Bldg.		(For full information see TELECASTING Yearbook)			
WLW 1922	700 50,000	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	NBC, MBS	James D. Shouse, chmn. of bd. R. E. Dunville, p & gm Dwight Martin, vp & asst. gm Kieran T. Murphy, vp & treas.	Harry Mason Smith, vp & gen. slm Gwen Shay, sls. traffic m Wm. Robinson, vp, ch. of prog	E. G. Feinthel, pmm R. J. Rockwell, vp ch. of engrg. Dallas DeWeese, nd Roy Battles, fd	.... UP, INS ....
WLWA(FM) *1946*	*Ch. 266 (B)* *101.1mc* *9kw*						
WLWT(TV) 1948		Crosley Bcstg. Corp. 140 W. Ninth St.		(For full information see TELECASTING Yearbook)			
WSAI 1923	1360 5,000 DA-N	Buckeye Bcstg. Co. 115 E. Fourth St. Main 1068	ABC Avery-Knodel	George Storer (Fort Industry), p J. Robert Kerns, vp & mggd R.H. Boulware, cm	Charles Black, pd Vonne Monsell, pmm William E. Symons, ce	Bill Robbins, nd Dick Baker, sd Marsha Wheeler, wd	L-W, Cap. AP ....

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Something New Has Been Added in YOUNGSTOWN, OHIO

Effective December 1, 1951
WFMJ affiliated with NBC

Presently carrying both
ABC and NBC programs

A
NBC
C

For minute spots and chainbreaks it's WFMJ in Youngstown

WFMJ BUILT ABC SHOWS TO HIGHEST IN U. S.*
WATCH NBC RATINGS SOAR

IN OHIO'S 3rd LARGEST TRADE AREA
33rd IN POPULATION—535,300
34th IN EFFECTIVE BUYING INCOME
39th IN RETAIL SALES
18th PER FAMILY EFFECTIVE BUYING INCOME

*For years, WFMJ has provided many of the highest Hooper ratings for ABC programs—Winchell, 31.0; Stop the Music, 19.5; Lone Ranger, 13.9; Richard Diamond, 17.1; Don McNeil, 12.4; My True Story, 11.2; This is Your F.B.I., 15.8; Harriet and Ozzie, 19.5. Local Programs 10-12-14.7.

National Representatives **5000 WATTS AM** Headley-Reed Co.
50,000 F.M.

ASSOCIATED PRESS **WFMJ** UNITED PRESS

Local news from The Youngstown Vindicator

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CLEVELAND							
WDOK 1950	1260 5,000 DA-2	The Civic Bcstrs., Inc. 1515 Euclid Ave. Main 1-3370	LBS Walker	R. Morris Pierce, p Walberg L. Brown, vp & gm	Frederick C. Wolf, asst. to p Charles Hoover, pd	William E. Pettepiece, ce Wayne Mack, slm Gene Davis, sd Judy Sherrill, wd	SES. UP, INS RCA
WERE 1949	1300 5,000 DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Taylor	Ray T. Miller, p Bob Neal, gm & sd Keith Baldwin, cm	John W. Kurtz, pd Ed Stevens, pmm M. L. Snedeker, ce	Robert Wass, nd Jerry Bowman, fd Maggie Wulff, wd	L-W, Wld. AP, INS RCA
WERE-FM *1948*	*Ch. 253 (B)* *98.5mc* *11.5kw*						
WEWS(TV) 1947		Scripps-Howard Radio, Inc. 1816 E. 13th St.		(For full information see TELECASTING Yearbook)			
WGAR 1930	1220 50,000 DA-1	The WGAR Bcstg. Co. Hotel Statler Prospect 1-0200	CBS Petry	John F. Patt, p Carl E. George, gm John Garfield, cm Elmer Krause, secy-treas.	Reginald Merridew, pd Julius Glass, pmm Paul Wilcox, sd Robert Fox, ce	Charles Day, nd Bob Smith, fd Esther Mullin, wd	Wld., St. UP, INS RCA
WHK 1921	1420 5,000 DA-N	United Bcstg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley-Reed	Sterling E. Graham, p K. K. Hackathorn, gm J. B. Maurer, cm	C. M. Hunter, pd Lou Oswald, pmm R. H. DeLany, ce	Wayne Skakel, nd James Aubele, pdm Eleanor Hanson, wd	.... AP WE
WHK-FM *1947*	*Ch. 264 (B)* *100.7mc* *11.5kw*						
WJMO 1947	1540 1,000-D	WJMO Bcstg. Co. 2157 Euclid Ave. Superior 1-4424	Young	W. J. Marshall, p Dave Baylor, gm Bob DeTchon, cm	Paul Nakel, prog. m & sd Cy Schdlly, pmm	Tom Ghidiu, ce Dave Stashower, nd	L-W UP Ray.
WJW 1943	850 5,000	WJW, Inc. 1375 Euclid Ave. Superior 1-0101	ABC H-R Reps.	W. M. O'Neil, p William Lemmon, vp & gm	Lawrence Webb, vp & treas. Hal Waddell, cm Tom Carson, sd	Bruce MacDonald, pd Gerald Roberts, ce Marvin Cade, nd Jane Stevens, wd	Assoc. UP WE
WJW-FM *1943*	*Ch. 281 (B)* *104.1mc* *19kw*						
WSRS 1947	1490 250	WSRS, Inc. 2156 Lee Rd. Erieview 1-2005	Forjoe	Samuel R. Sague, p, gm & pd George P. Bickford, secy.	J. D. Kelly, cm Stan Dale, pmm	Ben Whittaker, ce A. Robert Engel, nd	L-W AP RCA
WSRS-FM *1947*		*(See Cleveland Heights for full information)*					

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WE COUNTED THE CUSTOMERS!

Ratio of Results

	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

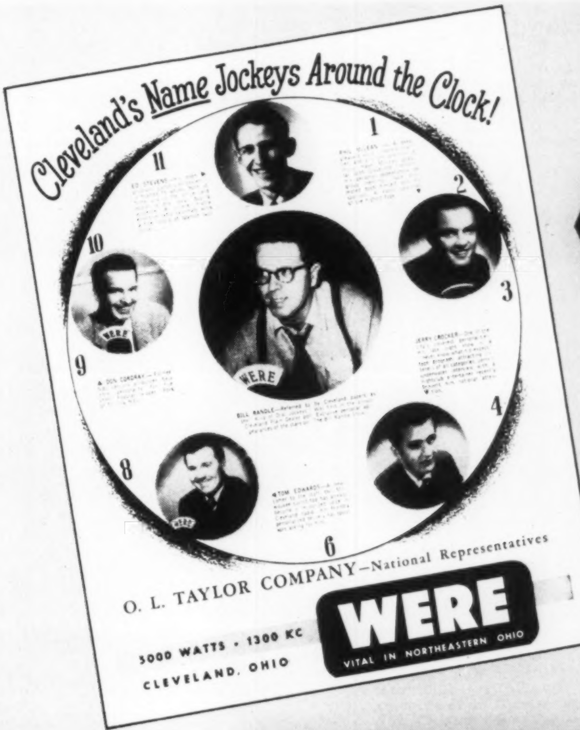
Lost in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no 'if come' phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

WJMO

Adam J. Young, Jr., Inc.
National
Representatives

1000 WATTS
in
CLEVELAND



Cleveland's Name Jockeys Around the Clock!

11
1
2
10
3
9
4
8
6

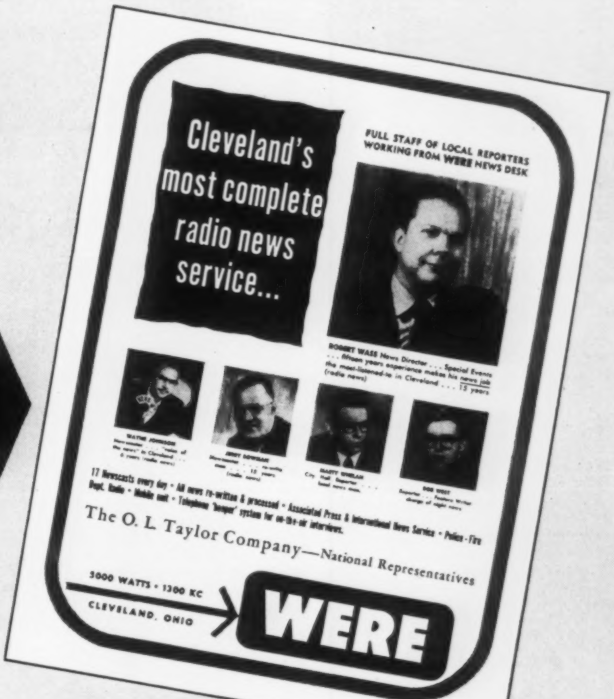
O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE
VITAL IN NORTHEASTERN OHIO

MUSIC

NEWS



Cleveland's most complete radio news service...

FULL STAFF OF LOCAL REPORTERS WORKING FROM WERE NEWS DESK

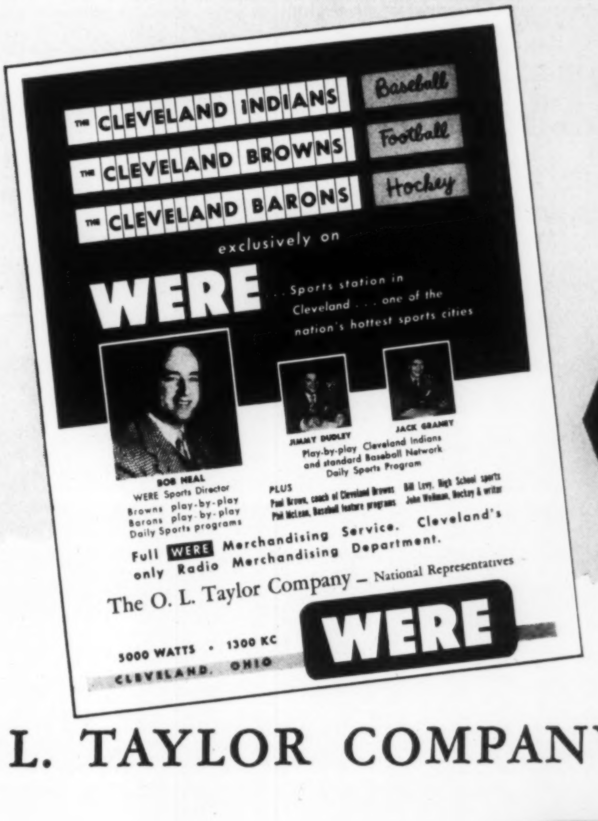
ROBERT WASS News Director . . . Special Events . . . fifteen years experience makes his news job the most-listened-to in Cleveland . . . 15 years (radio news)

17 Newscasts every day • All news re-written & processed • Associated Press & International News Service • Police-Fire Dept. Radio • Mobile unit • Telephone 'beeper' system for on-the-air interviews.

The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE



THE CLEVELAND INDIANS Baseball
THE CLEVELAND BROWNS Football
THE CLEVELAND BARONS Hockey

exclusively on

WERE . . . Sports station in Cleveland . . . one of the nation's hottest sports cities

BOB NEAL
WERE Sports Director
Browns play-by-play
Barons play-by-play
Daily Sports programs

JIMMY DUDLEY
JACK GRANEY
Play-by-play Cleveland Indians and standard Baseball Network Daily Sports Program

PLUS
Paul Brown, coach of Cleveland Browns
Phil McLean, Baseball feature programs
Bill Levy, High School sports
John Wellman, Hockey & writer

Full WERE Merchandising Service. Cleveland's only Radio Merchandising Department.

The O. L. Taylor Company — National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

SPORTS

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

WERE
VITAL IN NORTHEASTERN OHIO

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Li-brary, News Service Transmitter
CLEVELAND (Cont'd)							
WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot	Joseph H. McConnell, p John McCormick, gm Eugene R. Myers, cm Joseph A. Bova, pd	Clement G. Scarback, pmm S. E. Leonard, ce Edward R. Wallace, n & sp. events d	James P. Chapman, fd J. E. Hines, pub. affairs d Tom Manning, sd	Assoc., Thes. AP, UP RCA
WTAM-FM *1948*	*Ch. 289 (B)* *105.7mc* *14kw*						
WNBK(TV) 1948		National Bcstg. Co. 815 Superior Ave.		(For full information see TELECASTING Yearbook)			
WXEL(TV) 1949		Empire Coil Co. Pleasant Valley & State Rds.		(For full information see TELECASTING Yearbook)			
CLEVELAND HEIGHTS							
WSRS-FM *1947*	*Ch. 237 (A)* *95.3mc* *1kw*	*WSRS, Inc.* *2156 Lee Rd.* *Erieview 1-2005*	*(FM Affiliate of WSRS Cleveland)*	*S. R. Sague, p, gm & pd* *George P. Bickford, secy.*	*J. D. Kelly, slm* *Stan Dale, pdm*	*Ben Whittaker, ce*	.... *AP* *RCA*
COLUMBUS							
WBNS 1924	1460 5,000-LS 1,000 N-DA-N	RadiOhio, Inc. 33 N. High St. Adams 9265	CBS Blair	Richard A. Borel, gm W. I. Orr, cm Geer Parkinson, pd	Jim Yerian, pmm Lester H. Nafzger, ce Chet Long, nd	William Zipf, fd Bill Corley, sd Fern Sharp, wd	Assoc. AP RCA
WELD(FM) *1940*	*Ch. 246 (B)* *97.1mc* *100kw*		*(FM Affiliate of WBNS)*				
WBNS-TV 1949		Dispatch Printing Co. 33 N. High St.		(For full information see TELECASTING Yearbook)			
WCOL 1922	1230 250	Air Trails Inc. E. Broad at Young St. Main 4581	ABC H-R Reps.	Charles Sawyer, p & treas. J. Pattison Williams, evp	Phil S. Bradford, pd Harold E. Beard, ce William L. Belaney, pdm	Margie J. Ruddock, publ. d Walter Furniss, nd John F. Buck, sd	Wld., L-W AP, UP RCA
WCOL-FM *1949*	*Ch. 222 (B)* *92.3mc* *33kw*						.... *WH*
WHKC 1921	610 5,000 DA-N	United Bcstg. Co. 22 East Gay St. Adams 1101	MBS Raymer	Sterling Graham, p Carl M. Everson, gm Harry H. Hoessly, cm	John B. Moses, pd Rita Thomas, pmm & wd William C. Minor, ce	Budd Sweeney, n & sd George Zeis, fd	L-W UP, INS RCA
WHKC-FM *1948*	*Ch. 254 (B)* *98.7mc* *15kw*						
WLWF(FM) *1949*	*Ch. 242 (B)* *96.3mc* *15kw*	*Crosley Bcstg. Corp.* *3165 Olentangy* *Jefferson 5441*	*NBC*	*Robert E. Dunville, p*	*Jim Leonard, gm*	*Charles B. Sloan, ce*	.... *RCA*

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$1 BILLION
MDSE. TOTALING $1 BILLION

BILLION-DOLLAR BUY!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of $1,125,057,000.* This includes thousands of consumer products from drugs to hardware, from clothing to cars. You're sure of having listeners when you're on WBNS because WBNS carries all 20 top-rated programs, day and night.

Latest Hooper Report shows WBNS with the highest number of listeners in every rated period but one! You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.

STAY TUNED TO THIS BILLION DOLLAR MARKET THROUGH WBNS

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

*Source: '51-52 SRDS Cons. Mkts.

WLWC(TV) 1949		Crosley Bcstg. Corp. 3165 Olentangy River Rd.		(For full information see TELECASTING Yearbook)			
*WOSU 1922	820 5,000 L-WFAA, WBAD	The Ohio State U. Columbus University 3148		Howard L. Bevis (OSU), p Robert C. Higgy, d & ce Jacob B. Taylor, vp & bus. m	William H. Ewing, prog. sup. William Wilcox, d. of pub. rel.	Robert Holsinger, nd L. W. Sarbaugh, fd Marvin Hoeman, sd Birdie Larrick, wd	Thes. UP RCA
WRFD 1947	800 5,000-D	(See Worthington listing)					
WTVN-TV 1949		Picture Waves Inc. 3710 LeVeque		(For full information see TELECASTING Yearbook)			
WVKO 1951	1580 1,000-D DA	Skyway Bcstg. Corp. 274 S. 3rd St. Main 5247	Buckeye Forjoe	Gustav Hirsch, p Bert Charles, gm & sd Robert Hill, cm	Mary Ladyne Weaver, pmm Gene Liggett, ce	John Terry, n & fd Jo Weaver, wd	Assoc., Cap. UP, INS WE
WVKO-FM *1948*	*Ch. 234 (B)* *94.7mc* *52.1kw*						

COSHOCTON

WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1560		Bruce Wallace, p & gm James Sigman, cm Nora B. Hall, treas.	Michael Joseph, pd & nd D. E. Wiggins, ce Tom Lawrence, fd	Stanley Robinson, sd Iris Latham, wd	L-W, St., Thes. UP Ray.

DAYTON

WHIO 1935	1290 5,000 DA-N	Miami Valley Bcstg. Corp. 45 S. Ludlow St. Adams 2261	CBS Bolling	James M. Cox Jr., p Robert H. Moody, gm Harvey R. Young Jr., cm	Wade H. Alley, pd Charles E. Gay, pmm Ernest L. Adams, ce	J. Fred Brophy, nd Sam Steiger, fd Lou Emm, sd	Assoc., St. AP, UP, INS WE
WHIO-FM *1948*	*Ch. 256 (B)* *99.1mc* *19kw*						
WHIO-TV 1949		Miami Valley Bcstg. Corp. 45 S. Ludlow St.		(For full information see TELECASTING Yearbook)			
WING 1924	1410 5,000-DA-N	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	ABC Weed	Charles Sawyer, p John Pattison Williams, evp Charles N. Evans, gm	Charles Reeder, pdm Jean Broome, pmm H. Lloyd House, ce	Jack Zeigin, nd Mike Olds, sd Betty Ann Horstman, wd	Wld. AP Col.
WLWB(FM) *1948*	*Ch. 248 (B)* *97.5mc* *18kw*	*Crosley Bcstg. Corp.* *4595 S. Dixie Highway* *Walnut 2101*		*James D. Shouse, chmn. of bd.* *R. E. Dunville, p*	*H. P. Lasker, gm* *W. J. Williamson, cm* *Neal Van Ells, pd*	*L. G. Sturgill, ce* *Dorothy A. Sanders, pmm*	.... *RCA*
WLWD(TV) 1949		Crosley Bcstg. Corp. 4595 S. Dixie Highway		(For full information see TELECASTING Yearbook)			
WONE **1949**	980 5,000 DA-2	Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501	MBS Headley-Reed	Ronald B. Woodyard, p & gm	William J. Warren, cm George Case, pd	Stanley A. Beck, ce	Cap. UP ....
WTWO(FM) ***1949***	*Ch. 284 (B)* *104.7mc* *43kw*	*(WONE, AM Affiliate)*					.... *AP* ....

Proof Again

THAT WRFD REACHES MORE RURAL AND FARM PEOPLE AT *Lower Cost* THAN ANY OTHER ADVERTISING MEDIUM IN OHIO!

THIS SURVEY—SUBSCRIBED TO BY SEVERAL OHIO RADIO STATIONS—WAS MADE AT THE 1951 OHIO STATE FAIR BY MARKET RESEARCH OF CLEVELAND. 2,000 PERSONS, REPRESENTING EVERY COUNTY IN OHIO, WERE ASKED THE TWO QUESTIONS BELOW. HERE ARE THE RESULTS AMONG THE TOP THREE STATIONS!

Which Radio Station Do You Listen To?

	Total Mention	% of Total
WRFD	1138	57%
Station A	1399	70%
Station B	401	20%

WRFD
5,000 WATTS ON 880 KC.
WORTHINGTON, O.

In Your Opinion Which Station Has the Most Helpful and Interesting Farm Program?

	Number Preferring	% Preferring
WRFD	644	33%
Station A	736	38%
Station B	71	4%

WRFD COSTS ARE ⅛ THE COST OF STATION "A"

TO REACH 500,000 RURAL FAMILIES IN WRFD'S

BILLION DOLLAR RURAL MARKET

REPRESENTED NATIONALLY BY O. L. TAYLOR COMPANY

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DEFIANCE							
WONW 1948	1280 500 DA-N	Defiance, Bryan, Paulding Bcstg. Co. U.S. Route 24 3-2226	Deveny	Richard W. Crowell, p Glenn R. Thayer, gm	Walter L. Weaver, pd	William Dommer, sd	Assoc. UP G
DOVER							
WJER 1950	1450 250	Dover Bcstg. Co., Inc. 210 Boulevard 4-2126		Agnes Jane Reeves Greer, p Ford Billings, gm J. C. Cole, sta & pmm	John C. Needs, cm Donald Wolford, pd & nd Clarence Rulong, ce	Al Beardsley, fd Wesley Greenfield, sd Virginia Baird, wd	Wld. UP Col.
EAST LIVERPOOL							
WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. Turk Motors Bldg. 5190		Paul B. Saliner, gm	Douglas Bateman, pd & pmm William Siebenthal, ce	Herb Roberts, n & fd Bob Banfield, sd June Bateman, wd	.... UP Ray.
WOHI 1949	1490 250	E. Liverpool Bcstg. Co. 516 Market St. 1490	LBS Grant	Richard Beatty, p Richard E. Kaiser, g & cm	Bob Metcalf, pd & pmm Mike Battle, ce Eddie Lane, n & sd	Bob Johnson, fd Mary Jane Fielding, wd	Wld. AP RCA
ELYRIA-LORAIN							
WEOL 1948	930 1,000 DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255		Roy W. Ammel, p Maurice J. Condon, g & cm Viets Collister, pd	John W. O'Brien, pmm Gerald McCasland, ce Bill Reid, pdm	Don Kirk, nd Jess Stevens, sd Penny Wise, wd	Cap., Wld. UP RCA
WEOL-FM *1948*	*Ch. 297 (B)* *107.3mc* *15kw*						
FINDLAY							
WFIN 1941	1330 1,000-D	The Findlay Pub. Co. 101½ W. Sandusky St. Main 1330	McGillvra	R. L. Heminger, p Harold H. Heminger, g & cm	Allen P. Dudley, pd Richard Daugherty, pmm Edgar C. Smith, ce	Bayliss (Jim) Corbett, nd John Hutson, fd Richard K. Davis, sd	Thes. UP, INS GE
WFIN-FM *1948*	*Ch. 263 (B)* *100.5mc* *8.2kw*						.... *Col.*
FOSTORIA							
WFOB(FM) *1946*	*Ch. 244 (A)* *96.7mc* *1kw*	*Seneca Radio Corp.* *125 S. Main St.* *4635*		*Abdrew Emerine, p* *Mel Murray, gm & pd*	*Roger Wise, cm* *Farrell F. Elsea, ce*	*Charles L. Borchers, secy-treas.* *Dick Miller, sd*	*SES.* *UP* *GE*
FREMONT							
WFRO 1949	900 500-D DA	Wolfe Bcstg. Corp. 905 W. State St. Main 3401	Best	Robert F. Wolfe, p R. C. Force, gm J. Weddell Kerr, c & pmm	Frank Swartz, pd & fd Allen C. Kauble, ce Dorsey Pardo, nd	Art Smith, sd Mary Anne Weigman, wd	Thes., Wld. INS ....
WFRO-FM *1946*	*Ch. 257 (A)* *99.3mc* *1kw*						.... *GE*
GALLIPOLIS							
WJEH 1950	990 250-D	Ohio Valley on the Air, Inc. Box 244 1160	Grant	John E. Halliday, p Truman A. Morris, gm (Mrs.) Marianne B. Campbell, asst. m	(Mrs.) Phyllis W. Sheets, pmm Paul Franzel, ce (Mrs.) Leanna S. Haskins, nd	William Watterson Jr., fd Charles P. Esterly, sd Marjorie R. White, wd	Cap. UP G

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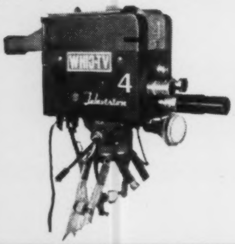
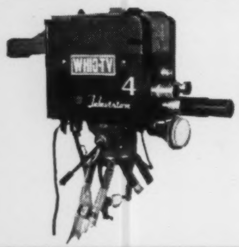
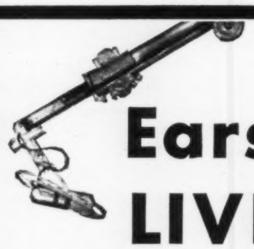


Eyes and

Ears of a GOOD CITIZEN



Eyes and



Ears of a LIVE SALESMAN

Ask National Representative

George P. Hollingbery Co. for

Data, Details and Availabilities

CHANNEL 13

whio-tv ·AM ·FM

DAYTON, OHIO

HAMILTON							
WMOH 1944	1450 250	Fort Hamilton Bcstg. Co. Second Nat'l. Bank Bldg. 4-6543	MBS, KBS Grant	Robert J. Briede, p Robert L. Odson, exec d & cm	Robert F. Spina, pd & pmm Joseph Briggs, ce	Joseph Weckerle, nd Ray Motley, sd Millie Soule, wd	St. UP ....
WMOH-FM 1948	*Ch. 278 (B)* *103.5mc* *8.7kw*						
IRONTON							
WIRO 1951	1230 250	Iron City Bcstg. Co. Radio Plaza 360	MBS, KBS McGillvra	Glaus G. Merrill, p Robert Edge, gm	Dempsey McFann, cm Ed Paulin, pd, n & sd	Chester Christensen, ce Donna Seierist, wd	.... UP G
LANCASTER							
WHOK 1948	1320 500-D	Hocking Valley Bcstg. Co. Memorial Drive 4500	McGillvra	Dr. Walson Emery, p J. E. Brown, g & cm	Benney Bee, pd & sd Don White, pmm & nd	Charles Houston, ce Barbara Mattlar, wd	Thes. AP, UP G
LIMA							
WIMA 1948	1150 1,000 DA-N	N. W. Ohio Bcstg. Corp. 223 N. Main St. 6-3841	ABC Weed	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm	Easter Strauser, pd & wd Albert Smith, ce	Don Sherwood, nd Al Stanley, sd	L-W AP RCA
WIMA-FM *1948*	*Ch. 271 (B)* *102.1mc* *15.5kw*						.... *WH*
WLOK 1936	1240 250	WLOK Inc. Nat'l Bank Bldg. 6-3411	NBC H-R Reps.	L. A. Pixley, p Robert O. Runnerstrom, gm	Dave Lee, pd Pete Stanley, pmm Darrell Hunter, ce Joe Rex, nd	Perry Beaumont, fd Ed Ulrick, sd Marian Fletcher, wd	Wld. UP RCA
WLOK-FM *1948*	*Ch. 277 (B)* *103.3mc* *0.34kw*						.... *WE*
MANSFIELD							
WMAN 1939	1400 250	Richland Inc. Ohio Theatre Bldg. 4235	ABC Taylor	Mrs. M. F. Rubin, o J. M. O'Hara, p, g & cm Robert A. James, pd	Carl C. Kindt, pmm William E. Morrison, ce William Kennedy, nd	Pres Roper, fd Richard Norman, sd Elaine Hauserman, wd	L-W AP ....
MARIETTA							
WMOA 1946	1490 250	Marietta Bcstg. Co. Box 201 1690	MBS Grant	William G. Wells, p	R. Sanford Guyer, gm	Charles E. Clarc, ce	L-W UP Col.

HERE'S THE PICTURE FOR WFIN FINDLAY OHIO

THE STATION . . . 1000 watts AM, daytime only. 8200 watts FM fulltime. Newspaper affiliated. Over 10 years of service. Top-notch facilities.

THE MARKET . . . Strictly a farm and smaller city area. 10 BMB counties in Northwestern Ohio, with 384,370 population and annual retail sales of $353 million.

THE LISTENERSHIP . . . Here are Conlan share of audience figures for November, 1951:

Time	WFIN	Next station
8-10 AM	53%	19%
10-12	40	30
12-2 PM	48	27
2-4	41	27
*4-6	38	22
*6-8	29	34
*8-10:30	33	36

* And we were on FM only after 5:15 (8282 Basic calls)

MICH
L. ERIE
IND
OHIO

THE PROGRAMMING . . . Sports, News, Music & Farm. Slanted to the particular interests in our own market. Well equipped and staffed in all program phases.

A TERRIFIC FM AREA . . . FM has developed splendidly in this part of the country. Conlan gives us evening FM-only quarter hour ratings ranging from 24 to 46% of the entire radio audience.

JOSEPH HERSHEY McGILLVRA, Inc., Representatives

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MARION							
WMRN 1940	1490 250	The Marion Bcstg. Co. WMRN Bldg. 2-6666	ABC Stovin	Robert T. Mason, p & gm Robert M. Sprouse, cm Robert T. Mason Jr., pmm	F. J. Peters, ce Joe Ionne, n & sd	Ray Marsh, fd Madge Cooper, wd	Thes. UP RCA
WMRN-FM *(CP)*	*Ch. 295 (B)* *106.9mc* *7.6kw*						
MIDDLETOWN							
WPFB 1947	910 1,000-LS 100-N	Paul F. Braden Central Ave. 2-3625		Paul F. Braden, p & gm C. R. (Ranny) Daly, cm Jack Kistler, pd	Jean Murphy, pmm Laurace Beckwith, ce Jack Sheehan, nd	Homer Tingle, fd Warren Johnson, sd Fern Troutvine, wd	L-W, SES. AP ....
MT. VERNON							
WMVO(FM) *1951*	*Ch. 229 (B)* *93.7mc* *3.2kw*	*Mt. Vernon Bcstg. Co.* *Box 86* *7-2626*		*D. T. Burnes, o & p* *Quentin W. Welty, g, & cm & pd*	*Eugene Phillips, ce* *Charles Kilkenny, fd*	*George Betcher, sd* *Helen Zelkowitz, wd*	*Thes., SES.* *UP* *G*
NEWARK							
WCLT 1949	1430 500-D	The Advocate Printing Co. 25 W. Main St. 4007	Standard Meeker	Thomas A. Rogers, gm Robert Pricer, cm	Lewis Greenough, pd & sd Benjamin E. Windle, ce	Ned Stout, n & fd Virginia Vernon, wd	Thes. AP G
WCLT-FM *1947*	*Ch. 262 (B)* *100.3mc* *8.5kw*						.... *GE*
PIQUA							
WPTW 1941	1570 250-D	Miami County Bcstg. Co. 1625 Covington Ave. 1420	Grant	Richard E. Hunt, p, g, c & pmm Robert C. Bubp, pd Bob Cook (Grennville) studio resident m	Jim Morrissett, ce Hal Runkle (Troy) studio resident m Ann Steenrod (Sidney) studio resident m	Bill Fox, nd Larry Spitzer, fd Bill Mills, sd Minabelle Hutchins, wd	Wld., SES. AP Col.
PORTSMOUTH							
WNXT 1951	1260 1,000 DA-1	Portsmouth Bcstg. Co. Masonic Temple Bldg. 21961	ABC McKinney	Marshall Rosene, p, g & cm Dean Sturm, pd	Bryson Prather, pmm Russell Newman, ce Frank Balmert, nd	George Wood, fd Jack Hurst, sd Lucile Graham, wd	St. UP Ray.
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Buckeye Taylor	Roy D. Moore, p Eugene Carr, d of radio Gerald F. Boyd, m	Edward G. Sheridan, pd Margaret Antol, pmm Maurice L. Myers, ce	O. T. Dresbach, office m Edwin L. Kaufman, nd Lorell D. Nelson, wd	Assoc. AP RCA
WPAY-FM *1948*	*Ch. 281 (B)* *104.1mc* *7kw*						
SANDUSKY							
WLEC 1947	1450 250	Lake Erie Bcstg. Co. 1700 Cleveland Rd. 5170	MBS Buckeye McKinney	Albert E. Heiser, p & gm Ralph S. Silver Jr., cm Jay E. Wagner Jr., pd & sd	Jay Leibach, ce Irwin Hunt, nd	Ray Sherman, fd Nancy Lake, wd	Wld., L-W Assoc. AP RCA

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It's a Natural
SENECA
WYANDOT
CRAWFORD
RICHLAND
HARDIN
MARION
MORROW
KNOX
LOGAN
UNION
DELAWARE
OHIO
CHAMPAIGN
LICKING

It's no secret . . . the dice are loaded! . . . WMRN is a 7-county winner that makes every fade pay off. For WMRN's market area has grown—with new industries, new people; and that means bigger audiences, **stronger purchasing power.** Sell this rich North Central Ohio market on WMRN . . . it's a natural for you!

WMRN

ABC in Marion, Ohio

SPRINGFIELD							
WIZE **1940**	1340 250	Radio Voice of Springfield Inc. 117 W. High St. 3-4955	ABC Weed	Charles Sawyer, p J. P. Williams, evp Arthur L. Martin, sm	Robert Christol, pd John McEnaney, pmm Victor Bushong, ce	Peter Hansson, n & sd Alice Bahman, wd	Wld. AP RCA
WJEL **1947**	1600 500-D	Champion City Bcstg. Co. Guardian Bank Bldg. 3-4676	McGillvra	Chester R. Hinkle, p & gm R. D. Chew, c & pmm Paul Miller, pd	Fred Eckardt, ce Bill Morgan, nd Gene Ross, fd	Larry Edwards, sd Joan Warren, wd	Thes. UP RCA
WWSO **1947**	1210 250-D	Radio Springfield Inc. Spring & High Sts. 3-6488	KBS, LBS	Bradley Kincaid, p	E. Pournelle, cm		Cole AP Col.
STEUBENVILLE							
WSTV **1940**	1340 250	WSTV Inc. Exchange Realty Bldg. 2-6265	MBS Pearson	John J. Laux, g & cm Joseph M. Troesch, pd & pmm	Charles Shepherd, ce Scott McMurray, nd	Francis (Pop) Taylor, fd Red Donley, sd	Wld. UP WE
WSTV-FM *1947*	*Ch. 268 (B)* *103.5mc* *2kw*						.... *WH*
TOLEDO							
WSPD **1921**	1370 5,000 DA-N	Fort Industry Co. 199 Pierce St. Birmingham, Mich. Midwest 4-7700	NBC Katz	George B. Storer, p Allen L. Haid, vp & mgg. d Robert Evans, pd	Richard H. Gourley, pmm William Stringfellow, ce Laura Jeffries, traffic m	Wes. F. Shannon, slm James Uebelhart, nd Lee Knight, wd	Wld., L-W UP, INS ....
WSPD-FM *1947*	*Ch. 268 (B)* *101.5mc* *20kw*						
WSPD-TV **1948**		Fort Industry Co. 199 Pierce St. Birmingham, Mich.		(For full information see TELECASTING Yearbook)			
WTOD **1946**	1560 1,000-D	Unity Corp., Inc. 515 Madison Ave. Garfield 5551	Headley-Reed	Edward Lamb, p Sunne Miller, g & cm	Doug Tabner, pd, n & sd Robert Sowers, ce	Larry Owens, fd Barbara Baker, wd	L-W AP Ray.
WTRT(FM) *1947*	*Ch. 260 (B)* *99.9mc* *8.8kw*	*(FM affiliate of WTOD)*					.... *RCA*
WTOL **1938**	1230 250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC Raymer	Frazier Reams, p Thomas S. Bretherton, gm Morton Neipp, cm	Robert Krieghoff, pd & pmm Harold Holmes, ce Charles Baxter, nd	Kenn Lawrence, fd Hal Lawson, sd Dorothy Coon, wd	St. AP, UP WE
WTOL-FM *1949*	*Ch. 284 (B)* *104.7mc* *1.3kw*						
WARREN							
WHHH **1941**	1440 5,000 DA-2	The Warren Tribune Radio Station Inc. 108 Main St. 2212	MBS McGillvra	Helen Hart Hurlbert, p	Carl J. Raymond, pd, sm & pmm Robert E. Hardy, ce	William Loftus, nd D. M. Shaver, sd	Assoc., SES. AP RCA
WASHINGTON COURT HOUSE							
WCHO (CP)	1250 500-D	The Court House Bcstg. Co. 133 Westward Ave. Dayton					
WELLSTON							
WKOV (CP)	1570 250-D	Stephen N. Kovalon 3 Barbara St. Clarksburg, W. Va.					

CLEVELAND
SANDUSKY
TOLEDO
MUTUAL

WE SPAN THE ALL-IMPORTANT

CLEVELAND–TOLEDO GAP

WLEC 1450 ★KC★

SANDUSKY, OHIO

HOOPER AUDIENCE RATING FALL 1951

TIME	WLEC	A	B	C	D	E
Monday thru Friday 8:00 AM—12:00 Noon	46.8	0.8	2.8	34.0	4.8	6.4
Monday thru Friday 12:00 N—3:00 PM	66.7	*	*	24.3	3.5	1.4
Monday thru Friday 3:00 PM—6:00 PM	56.8	6.3	1.1	18.9	1.1	11.6
Sunday thru Saturday 6:00 PM—10:00 PM	49.8	1.7	0.9	30.6	2.2	9.6

*No listeners found in sample.

NATIONAL REPRESENTATIVES:

Everett-McKinney

ONE OF THE GREATEST LITTLE STATIONS IN THE NATION!

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WOOSTER							
WWST 1947	960 1,000-D	Wooster Republican Printing Co. Wooster 760		R. E. Dix, p E. B. Evans, gm & fd K. S. Gordon, cm	R. E. Heeter, pd & nd Willis Sherman, ce	Roy Bates, sd Marge Kunart, wd	Wld., Cap. AP RCA
WWST-FM *1947*	*Ch. 283 (B)* *104.5mc* *13kw*						
WORTHINGTON							
WRFD 1947	800 5,000-D	Peoples Bcstg. Corp. 649 High St. Franklin 2-5342	LBS Taylor	Herbert E. Evans, gm J. D. Bradshaw, m Robert C. Miller, pd & fd	Eugene Miller, pmm Harold Schaaf, ce Robert Geis, pdm	Winfred C. Arthurs, nd David Collins, sd Mary Lou Pfeiffer, wd	.... AP, INS RCA
YOUNGSTOWN							
WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. Warner Theatre Bldg. 4-4421	Standard Forjoe	John Cherpack Jr., p & ce Gene Trace, vp, g & cm Tony Ross, secry-treas. & pd	Robert Locke, pmm Dick O'Hara, nd George Mishler, fd	Fred Rollason, sd Betty Hanzel, wd	Assoc., L-W AP, INS RCA
WFMJ 1939	1390 5,000 DA-N	The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC, NBC Headley-Reed	William F. Maag Jr., p & gm Leonard E. Nasman, c & pmm	Ronald W. Richards, pd Frank A. Dieringer, ce William Crooks, nd Elden Groves, fd	Bill McColgan, sd Marjorie Mariner, wd	SES., St., Thes. AP, UP RCA
WFMJ-FM *1947*	*Ch. 285 (B)* *105.1mc* *50kw*						
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. Youngstown 2-1145	CBS Raymer	W. P. Williamson Jr., p & gm J. L. Bowden, sta. d	Don Brice, prog. & pdm Howard Rempes, pmm B. T. Wilkens, ce Jack Jurey, nd	Stu Wilson, fd Don Gardner, sd Elaine Carroll, wd	L-W, Wld. AP, UP RCA
WKBN-FM *1947*	*Ch. 255 (B)* *98.9mc* *18.5kw*						.... *WH*
ZANESVILLE							
WHIZ 1924	1240 250	Southeastern Ohio Bcstg. System Inc. Lind Arcade Bldg. 2-5431	NBC Pearson	Clay Littick, p Vernon A. Nolte, gm Nate Milder, cm	Robert D. Maley, pd & pmm William A. Hunt, ce	Allan Land, nd Bob Wagner, sd	Wld. AP, UP WE

OKLAHOMA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Library, News Service Transmitter
ADA							
KADA 1934	1230 250	Tri-Cities Bcstg. Co. P. O. Box 642 12	ABC, KBS Oklahoma Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm	Brown Morris, secy-treas. & sm Monte Bell, pd pmm, f & sd	George Miller Jr., ce Zelmadean Woods, wd Charlie Seybert, nd	St. AP G
ALTUS							
KWHW 1947	1450 250	Altus Bcstg. Co., Inc. Altus 1405	MBS, KBS Best	Frank E. Wimberly, p & gm	Ernest Baucum, ce	Roy Judge, bus & cm	.... AP Ray.
ARDMORE							
KVSO 1935	1240 250	John F. Easley 112 N. Washington 3030	ABC, KBS Oklahoma Taylor	John F. Easley, p Albert Riesen, gm John E. Riesen, cm	Dolly Dutton, pd & pmm Wm. E. Kolb, ce	Haywood Vaughn, nd Wm. McGalliard, fd	SES., Wld. AP Col.
BARTLESVILLE							
KWON 1941	1400 250	Bartlesville Bcstg. Co. 100 Union Nat'l. Bank 1400	MBS	J. Fred Case, p & gm			
CHICKASHA							
KWCO 1946	1560 250 DA-N	Washita Valley Bcstg. Co. KWCO Bldg. 2898	MBS, KBS	Phil Jackson, co-o, g & cm Clarence Wilson, co-o	Lorine Null, pd Reford Melton, pmm Neal Allen, ce & fd	Len Lyon, n & sd	.... AP G
CLINTON							
KWOE 1949	1320 1,000-D	Western Okla. Bcstg. Co. Neptune Park	LBS Best	V. M. Preston, gm			.... UP ....
CUSHING							
KWHP (CP)	1600 500-D	William Howard Payne					

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THE TWINS

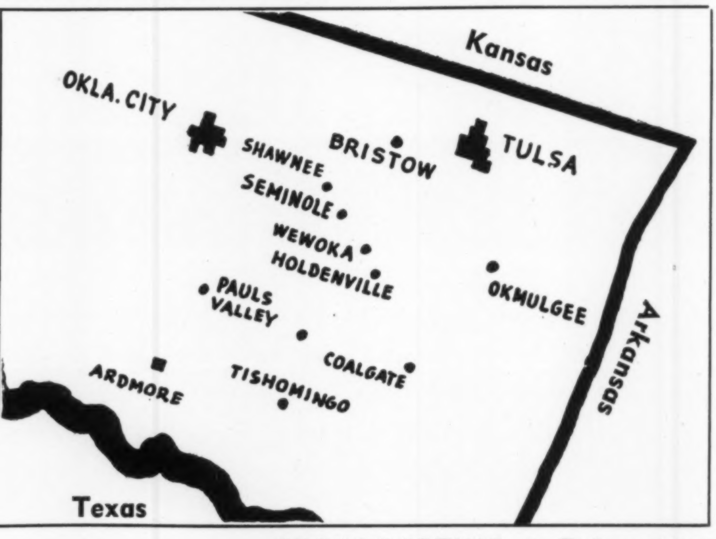
KADA — Ada
KWSH — Tri-City

(Seminole, Wewoka and Holdenville. Listed under Wewoka.)

The Twins saturate with interlocking signals and local programming this oil and cattle rich 13 county area in East Central Oklahoma. This area has the greatest concentration of population and retail sales of any group of 13 Oklahoma counties, excluding Tulsa & Oklahoma counties.

Both stations available at one low combination rate.

Represented by THE O. L. TAYLOR COMPANY



Straight Facts

about radio advertising in YOUNGSTOWN, OHIO

STRAIGHT OUT OF HOOPER

Youngstown "sets-in-use" figures are close to the top of national averages. Approximately 23% morning, 29% afternoon, and 37% evening.

53 of the top 60 Hooperated programs in Youngstown are on WKBN.

WKBN's total audience is greater than both other Youngstown radio stations combined.

SOURCE: Fall-Winter Report of C. E. Hooper, Inc. for Youngstown, Ohio, Nov. 1950 through March, 1951.

STRAIGHT OUT OF BMB

WKBN BMB coverage reaches ¾ of a million listeners.

Daytime: 21 counties, representing 224,180 families.
Nighttime: 16 counties, representing 214,450 families.

WKBN BMB Study #2 coverage shows a 40% increase, night and day, above BMB Study Number One, 1946.

SOURCE: BMB Station Audience Report, Study No. 2, Spring, 1949.

STRAIGHT OUT OF 1950 CENSUS
CENSUS REPORT 1950

Population of the Youngstown Metropolitan Area is 528,498.

Youngstown is the 30th Metropolitan Area in the United States.

Youngstown is the 3rd largest market in Ohio.

SOURCE: 1950 Census of Population, U. S. Dept. of Commerce, Bureau of the Census, Series PC-3, No. 3; PC-8, No. 34A, No. 37A.

represented by RAYMER

WKBN CBS

YOUNGSTOWN, OHIO

5000 WATTS 570 KC.

COMPLETE
HOOPER
AND
BMB DATA
AVAILABLE
UPON
REQUEST

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DUNCAN							
KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drury, p Leo Morris, g & cm & sd Hank Mattison, pd	Joe Fisher, pmm William D. Buford, ce	Bill Brubaker, fd Betty Steel, wd	Wld. UP WE
DURANT							
KSEO 1947	750 250-D	Democrat Printing Co. Box 511 2200	KBS	R. F. Story, ptnr. Bennett Story, ptnr.	Leroy W. Moses, gm Curtis Parish, ce	Alene Jones, office m	St. AP GE
KSEO-FM *1947*	*Ch. 297 (B)* *107.3mc 2.9kw*						
ELK CITY							
KASA 1932	1240 250	Southwest Bcstg. Co. 150 N. Randall 731	MBS	Lonnie J. Preston, m			
ENID							
KCRC 1931	1390 1,000 DA-1	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma Taylor	Milton B. Garber, p Guy B. Farnsworth, gm	H. P. Hale, cm Murray D. Coleman, ce	Cecil E. Hill, nd Bill Orum, sd	L-W AP Col.
KGWA 1949	960 1,000 DA-1	Public Bcstg. Service, Inc. 115½ E. Broadway 4230	MBS Rambeau	Geo. Hutchison, p H. J. Godschalk, gm	Hi Roberts, cm Tom Belcher, pd	Wm. Teitzel Jr., ce Fred Collins, fd	Cap., St. UP G
FREDERICK							
KTAT 1948	1570 250-D	Frederick Bcstg. Co. Hotel Frederick 1010	LBS Oklahoma Best	J. Dan Jones Jr., gm, ce & nd Mary Wheeler, pd & wd	Evelyn D. Jones, bus & pmm	Tom Stewart, fd Glen Givens, sd	Cap., Wild. UP G
GUYMON							
KGYN 1948	1220 1,000-D	Plains Bcstg. Co., Inc. Box 77 888	Best	T. M. Raburn Jr., p, gm & pd	Ed Slater, cm Herbert L. Noyes, ce	Billy Margaret Tomlinson, wd	Wld. UP G
HOBART							
KTJS 1947	1420 250-D	T. J. Shiner 315 E. 11th St. 1070	Keystone	T. J. Shriner, o & gm J. McCollough, cm	M. J. Shriner, pd Jack Wickezer, pmm	Louis Powel, ce	.... AP G
HOLDENVILLE							
KWSH 1948	1260 1,000 DA-2	(See Seminole listing)					
HUGO							
KIHN 1948	1340 250	Little Dixie Bcstg. Co., Inc. 1140		George L. Malone, p Jim Hendrix, g & cm	Dan Bridges, pd & nd (Mrs.) Billie Van Hoose, pmm & wd	Dalton E. Jones, ce Houston Ward, fd	SES. AP G
LAWTON							
KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. 406½ D Ave. 1380	ABC Oklahoma Taylor	R. H. Drewry, p Allan Page, gm Neil Ashlock, cm	Morgan Roberts, pd Paul Goode, pmm Bill Buford, ce	Bill McReynolds, n & fd Marvin Smith, sd	L-W UP ....
McALESTER							
KNED 1950	1150 1,000-D	Pittsburg Bcstg. Co. Inc. McAlester 1460		Ray Van Hooser, p & gm Phil Reed, cm Mildred Martin, pd	Ben Strotman, ce Lee Hooper, nd	Jim Wilson, sd Lena Hopkins, wd	Cap. UP G
KTMC 1946	1400 250	McAlester Bcstg. Co., Inc. Municipal Bldg. 2411	ABC, KBS Oklahoma Taylor	Wm. E. Young, p James O. (Jim) Wilson Jr., gm & nd Lee Hopper, cm	Geraldine Jones, pd & pmm Bob Schilb, ce	Bill Gibbons, fd Jay Harmon, sd Betty Heard, wd	St. AP G
MIAMI							
KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Hotel Miami 3303	KBS, LBS Western Young	Melvin K. Hutts, p Kenyon Brown, evp	Charles L. Unger Jr., gm Bill York, pd	Louis Stone, ce Russell Martin, sd	St. AP WE
MUSKOGEE							
KBIX 1936	1490 250	Okla. Press Pub. Barnes Bldg. 303	ABC Oklahoma Taylor	Tams Bixby Jr., p Wally Weber, g & cm	Martin Thomas, pd E. O. Edwards, ce	Joe Hasler, nd Bob Carmack, sd	Thes. UP RCA
KMUS 1948	1380 1,000-LS 500-N-DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656	MBS, LBS Pearson	R. M. Mountcastle, p Jimmie Barry, g & cm	George Overton, pd & nd Pat Sutter, pmm J. E. Keitel, ce	Bill Mercer, sd Nancy Howard, wd	.... UP G
KMUS-FM *1947*	*Ch. 268 (B)* *101.5mc* *8.7kw*	Muskogee Bcstg. Co.					.... WE
NORMAN							
KNOR 1949	1400 250	Cleveland County Bcstg. Co. P. O. Box 542 474		Tol Dickenson, p & cm Wm. S. Morgan, ptnr.	Gene Stansberry, pd June W. Morgan, traffic m	Don Daniel, ce Leonard Cohen, sd	St., Wld. UP Col.
•WNAD 1920	640 1,000-D	University of Oklahoma Norman 900		John W. Dunn, gm Hugh M. Mix, pd & sd	Mima Smethers, pmm & wd	Remy M. Perot, ce Bill Neal, nd	.... AP WE
OKLAHOMA CITY							
KBYE 1947	890 1,000-D	State Bcstg. Co. 9th & Broadway 3-2323	LBS Radio Reps.	Kenyon Brown, d Frank J. Lynch, gm	Ron Litteral, slm	Sam H. Bennett, natl slm	
KLPR 1947	1140 1,000-D	Byrne Ross 128½ W. Commerce 3-6358		Byrne Ross, o & gm Fred Farha, cm (Mrs.) Kathleen Burkett, pd & wd	Grant Ladd, pmm Jacob A. Davis, ce	Douglas Carruth, n & fd L. H. Bengtson, sd	.... AP Ray.
KOCY 1923	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS Walker	Matthew H. Bonebrake, p George Collission, m & cm	David Loye, pd Royden Freeland, ce	Bob Murphy, sd	St. AP Col.
KOMA 1927	1520 50,000 DA-N	KOMA, Inc. Biltmore Hotel 2-3291	CBS Avery-Knodel	John Toole Griffin, p J. J. Bernard, gm Carroll Loos, cm	Robert M. Eastman, pd Ben H. Holmes, pmm & nd	Morris W. Thomas, ce Carl Neumann, fd Carroll Freeman, sd	L-W-SES, St. UP WE
KOMA-FM *1948*	*Ch. 234 (B)* *94.7mc 58kw*						.... *GE*
KTOK 1927	1000 5,000-LS 1,000-N DA-2 (CP) 5,000-N DA-2	KTOK, Inc. 1300 W. Main 3-8352	ABC Taylor	O. L. Taylor, p	E. L. Colbourn, cm Cliff Easum, ce	Kenneth Lowe, nd Dick White, sd	Thes., Wld. AP, UP RCA
KTOW 1948	800 250-D	Sooner Bcstg. Co. 3300 Liberty Bank Bldg. 2-6367	Forjoe	Ralph Ball, p Rex M. Lester Jr., gm	Ross Baker, cm Bill Bryan, pd, pmm, n & sd	John Witt, ce Jane Whiteside, wd	Wld. UP GE
WKY 1921	930 5,000 DA-N	WKY Radiophone Co. 1300 E. Britton Rd. Britton 2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, vp & sm R. E. Chapman, cm Hoyt Andres, asst. sm	Paul O. Brawner, pd Ray Scales, pmm H. J. Lovell, ce Gene Lyons, asst. ce	Eugene B. Dodson, adm. asst. Ewing Canaday, nd Orval O. Saunders, fd	Assoc., St. AP, UP RCA

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WKY
OKLAHOMA'S
1ST RADIO STATION

SERVING OKLAHOMA
FOR 31 YEARS

WKY-TV
OKLAHOMA'S
1ST TELEVISION STATION

MORE LISTENERS DAY AND NIGHT THAN ANY OTHER OKLAHOMA CITY RADIO STATION

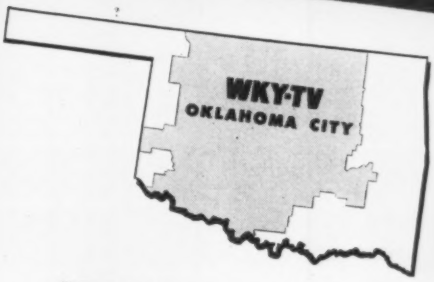
336,280*
daytime families

142,190*
more families than the next closest station

292,120*
nighttime families

113,940*
more families than the next closest station

*Figures from latest BMB Audience Report



PROVED REGULAR VIEWING RESPONSE FROM OVER HALF OF OKLAHOMA

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968 FT. TOWER
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

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THE KATZ AGENCY, INC.

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
OKLAHOMA CITY (Cont'd)							
WKY-TV 1949		WKY Radiophone Co. 1300 E. Britton Rd.		(For full information see TELECASTING Yearbook)			
OKMULGEE							
KHBG 1937	1240 250	Okmulgee Bcstg. Co. Box 1350 3646	MBS Pearson	Don Reynolds, p Dan C. Kenan, gm & nd	Cy Fenolio, cm Bill Davis, pd & sd	John Brenerman, ce	.... AP ....
PAULS VALLEY							
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Box 610, Highway 77 North 1470	LBS KBS Best	James T. Jackson, p Phil Crenshaw, gm Mort Halpern, pd, n & sd	George Rountree, ce Jim Gray, fd	Mary Frances Jackson, wd	Cap., Wld. UP Col.
PONCA CITY							
WBBZ 1926	1230 250-D	Ponca City Pub. Co. Third & Cleveland 3311	MBS, KBS Ra-Tel	Clyde E. Muchmore, ptnr. Allan W. Muchmore, ptnr. Gareth B. Muchmore, ptnr. & nd	Cy Casper, gm Milton E. Sheid, cm William C. Maugans, pd Olen E. Marshall, act. ce	Donald Morgan Putman, fd Bill Platt, sd (Mrs.) Esther Sims, wd	St. AP G
PRYER							
KOLS 1950	1570 250-D	Lakes Area Bcstg. Co. 5th & South Mill Sts. 1263	Oklahoma	L. L. Gaffaney, p, gm, pd & nd	Mrs. L .L. Gaffaney, cm	R. R. (Jack) Merrill Jr., ce	St. AP G
SEMINOLE							
KWSH 1948	1260 1,000 DA-2	(See Wewaka Listing)					
SHAWNEE							
KGFF 1930	1450 250	KGFF Bcstg. Co., Inc. Federal National Bldg. 4390	LBS Taylor	Oscar S. Stauffer, p Wilford C. Dickson, gm	William A. Weaver, cm Darrell L. Ramsey, pd	Robert Martin, ce	Wld. AP Col.
STILLWATER							
KSPI 1947	780 250-D	Stillwater Pub. Co. Box 231 1831	MBS Ra-Tel	C. R. Bellatti, p L. F. Bellatti, gm H. Vance Herrold, cm	James R. Bellatti, sm & pd Paul A. McCollum, ce	Jim Wells, nd Jones Ramsey, sd	St. UP WE
KSPI-FM *1947*	*Ch. 230 (B)* *93.9mc* *3.9kw*						
TULSA							
KAKC 1946	970 1,000-LS 500-N DA-2	Public Radio Corp. 412 E. 5th St. 4-2401	LBS Walker	S. E. Avey, p James L. Neal, vp, g & cm	John B. Wheeler, pd Rusty Kirk, pmm M. M. Donley, ce	Jack Moore, nd Mack Creager, sd Marge McCartney, wd	L-W AP Col.
KAKC-FM *1947*	*Ch. 238 (B)* *95.5mc* *9.5kw*						
KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. Co. 1242 S. Boston 5-5555	Indie Sales	Fred Jones, p Lawson Taylor, gm Jack Betz, cm	C. Jenkins, pd Nate Wilcox, ce Bob Parker, nd	Don Brewer, fd Jay Jones, sd Joanna Melaugh, wd	.... UP WE
KOME 1938	1300 5,000-LS 1,000-N DA-2	Oil Capitol Sales Corp. KOME Bldg. 3-4121	MBS Pearson	John E. Brown Jr., p Storm Whaley, evp	Riley R. Gibson, gm Jean Arwood, pd	Roy Brown, ce Don Bell, nd	Wld. AP WE
KOTV (TV) 1949		Cameron Television Inc. 302 S. Frankfort		(For full information see TELECASTING Yearbook)			
KRMG 1949	740 50,000-LS 25,000 N-DA-2	All-Oklahoma Bcstg. Co. 311 S. Denver 5-3291	ABC Blair	Robert S. Kerr, p Dean A. McGee, vp C. B. Akers, vp Robert B. Jones Jr., gm	Frank S. Lane, asst. gm & slm David E. Wilson, pd Dale Bethke, pmm Alden S. Wooster, ce	Glenn Condon, nd John Martin, fd Dundee Ross, sd Mary Lou Hopkins, wd	Cap. AP RCA
KTUL 1934	1430 5,000 DA-N	Tulsa Bcstg. Co. Boulder-on-The-Park 2-3191	CBS Avery-Knodel	John Griffin, p John Esau, vp & gm L. A. (Bud) Blust, cm Karl Janssen, pd	George L. Ketcham, pmm Ed Neibling, pdm Robert E. Snider, ce Dick Campbell, sp. events d	Jack Morris, nd Al Clauser, fd Jack Charrat, sd Ev. Beveridge, wd	.... UP WE
KTUL-FM *1948*	*Ch. 246 (B)* *97.1mc* *1.25kw*						
KVOO 1925	1170 50,000 DA-N	Southwestern Sales Corp Philtower 2-3281	NBC Petry	W. G. Skelly, p Wm. B. Way, gm Gustav Brandborg, cm Tom DeVore, pd	Wm. McClarin, pmm L. W. Stinson, ce Ken Miller, nd	Sam Schneider, fd John Henry, sd Estelle Blanar, wd	St., Wld. UP, INS WE
WEWAKA							
KWSH 1948	1260 1,000 DA-2	KADA Bcstg., Inc. Seminole 1260	Oklahoma Taylor MBS	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, secy-treas. Pat Murphy, sm & sd	Don Owen, pd & fd Roman Rocoland, pmm & wd	Warren Abbott, ce David Cook, nd	St. UP Col.
WOODWARD							
KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar 1450	MBS, KBS Continental	Edward R. Ryan, p & gm	George L. Archer, ce		L-W AP WE

OREGON

ALBANY							
KWIL 1941	1240 250	Central Williamette Bcstg. Co. Queen Ave. & Elm St. 1234	MBS Don Lee Keating	R. R. Cronise, p Warren Stoffer, asst. m Bob Cornell, (Corvallis) m Jim Breedlove, (Lebanon) m	Chet Wheeler, gm John Birrel, cm Ken McCoy, pd & nd Mal Waltman, pmm	Herb Davidson, ce & fd Charley Copenhaver, publ & wd Hal Byer, sd	Wld. UP RCA
KWIL-FM *1947*	*Ch. 269 (A)* *101.7mc* *0.71kw*						

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DOUBLE AWARD for KTUL RESULTS

☆ **CLEM SPERRY, Advertising Manager, OKLAHOMA TIRE and SUPPLY COMPANY:** "By our own study, we have found radio to be the BEST MEDIUM we can use, day in and day out, to sell all types of merchandise at the lowest possible cost per impact. KTUL has done a fine job for us."

Both OTASCO
and CLARKE'S
are consistent
KTUL
ADVERTISERS

☆ **VIOLA NOBLE, Advertising manager, CLARKE'S GOOD CLOTHES:** "Clarke's has sponsored the 10 p.m. news on KTUL nightly without a break for 13 years. We don't need a Hooper to determine what this program does for us."

- THANKS TO THE "SUCCESS STORIES" OF THESE LOYAL SPONSORS, KTUL WON FIRST AND SECOND IN THE AUTOMOTIVE AND CLOTHING CATEGORIES, RESPECTIVELY, IN THE BAB "RADIO GETS RESULTS" CONTEST.

KTUL WAS ONE OF ONLY FIVE
STATIONS IN THE NATION TO
WIN TWO AWARDS — *Plus an*
HONORABLE MENTION!
KTUL IS THE *RESULTS*
STATION IN TULSA!

The
AUDIENCE
ACTION
Station

KTUL

CBS
in
TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. • AVERY-KNODEL, Inc., Radio Representative
Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City

OREGON—(Continued)

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ASHLAND							
KWIN **1946**	1400 250	Rogue Valley Bcstg. Co. 1160 Helman Rd. 2-1351	KBS, LBS Keating	M. S. Hamaker, p Doyle D. Seely, gm & pd Ned Liebman, cm & sd	Donald A. Berg, pmm Arthur E. Schuldt Jr., ce Richard Scott, nd	William Rozell, fd Clare Daniels, wd	Cap., Wld. AP G
ASTORIA							
KAST 1936	1370 1,000 DA-N	Astoria Bcstg. Co. 1006 Taylor Ave. 95	MBS, KBS Don Lee McHugh	Robert B. Chessman, p Robert D. Holmes, g & cm & nd	Mary I. Ristola, pd & wd Esther Rabell, pmm Jay Bruce Whitwell, ce	Herman Robison, fd Warren Grimberg, sd	St. AP Ray.
KVAS **1950**	1230 250	Clatsop Video Bcstrs. Astoria 41	LBS Vicking	L. E. Parsons, p, gm & ce	J. W. Spencer, cm	E. W. Littlehales, pd	Wld. UP GE
BAKER							
KBKR **1939**	1490 250	Inland Radio Inc. 2030 Auburn St. 140	KBS, LBS Oregon Trail	Lee W. Jacobs, p Kenneth B. Lockwood, gm	Milton L. Levy, c & pmm Kenneth F. Holden, pd & sd	Walter A. Bobisud, ce Lloyd O. McFee, nd Grace L. Baer, wd	Wld. UP RCA
BEND							
KBND **1938**	1110 1,000 DA-N	Central Oregon Bcstg. Co. 114 Oregon Ave. 848	MBS Don Lee Grant	Frank H. Loggan, p & gm	W. H. Barton, cm Kessler Cannon, pd	Robert Dickinson, ce	St. UP RCA
COOS BAY							
KOOS **1928**	1230 250	KOOS, Inc. Hall Bldg. 4321	MBS Don Lee Forjoe Keating	Sheldon F. Sackett, p Phil Waters, gm Jack Irvine, asst. m & sd	Brad Cole, pd & nd Faye Crabtree, pmm	Nathan Olson, ce Jane Irvine, wd	.... UP RCA
COQUILLE							
KWRO **1949**	1450 250	KWRO, Inc. Box 396 3961	Grant	Walter L. Read, p Wm. E. Walsh, secy. William A. Cook, gm	Patsy Barkwell, pd Philip Linn, ce & fd	Jim Hodges, nd Willard Guthrie, sd	Assoc., Cap., Cole AP ....
CORVALLIS							
***KOAC** **1922**	550 5,500 DA-2	State Board of Higher Education Oregon State College 3-4481		James M. Morris, prog. m, pd & sd	Grant S. Feikert, ce Robert C. Hinz, nd	Arnold C. Ebert, fd Gladys D. Chambers, wd	.... UP WE
KRUL **1947**	1340 250	Pacific States Radio Co. 1221 S. 15th St. 3-3322	LBS Viking	J. C. Haley Sr., p C. W. (Clair) Peck, gm & pd	Doris Peck, cm Stan Cooper, pmm Steve Evans, ce & nd	Don Gay, sd Pat McHugh, wd	Cap. AP GE
THE DALLES							
KODL **1940**	1230 250-LS 100-N	Western Radio Corp. Box 399 2300	KBS, LBS	V. B. Kenworthy, p & gm Paul E. Walden, sm	Cliff Campbell, pd Lea Phillips, pmm & sd	Ramona Stroh, wd	Mac. UP RCA
EUGENE							
KASH **1947**	1600 1,000 DA-N	Radio Air Ways, Inc. Day Island Rd. 5-3357	KBS Cooke	E. L. Kincaid, p & gm Paul N. Plank, cm & fd	Laura Nidever, pd & wd Clare Mattingly, asst. m & nd	Norville M. Packard, ce	Cap., SES. UP Col.
KERG **1949**	1280 1,000 DA-N	Guard Pub. Co. P. O. Box 506 5-4304	CBS, LBS Grant	Alton F. Baker, p L. W. Trommlitz, gm	Reg Roos, pd & pmm Calvert Applegate, ce Jack Craig, nd	Earl Britton, fd John Tasnady, sd Anita Atwater, wd	St. AP G
KORE **1927**	1450 250	Lane Bcstg. Co. Box 1032 4-4214	MBS Don Lee McKinney Keating	Glenn McCormick, d Lee Bishop, gm Bob Hillyer, cm	Bob Eubanks, pd Bob Davis, pmm Floyd Viken, ce & fd	Dolph Janes, nd Virg Parker, sd Emelynn Rohlffs, wd	Wld. UP ....
KUGN **1946**	590 1,000 DA-N	KUGN, Inc. P. O. Box 590 4-6216	ABC Viking Meeker McHugh	C. H. Fisher, p S. W. McCready, gm L. N. Young, cm	LeRoy Jolley, pd George L. Hathaway, ce Robert Short, nd	Woodson Slayter, sd Geri Arnold, wd	L-W AP RCA
KUGN-FM ***1947***	*Ch. 256 (B)* ***99.1mc*** ***8kw***						
FOREST GROVE							
KFGR **1950**	1570 250-D	Irving V. Schmidtke P. O. Box 245 6091		Irving V. Schmidtke, o, g & cm & ce Lois Olsen, pd	Michael G. Carney, pmm Allen Hoffard, n & sd	Gene Jacobsen, fd Eleanor Schmidtke, wd	SES, St. AP Ray.

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And now a "wealthy" word from KERG . . .

Why not? KERG can certainly help to bring you wealth.

KERG's home, Eugene, rates 10th position in per capita volume of retail sales as compared with other cities in its population group.

KERG's listeners in Eugene spent more than $83 million in 1950. KERG's listeners in Lane County spent $132 million in 1950. And, these people cannot be reached by any station other than KERG. Why not take advantage of such a buying power?

KERG is not only the wealthy choice . . . but the wise choice. Ask Grant!

the proud CBS affiliate

1000 watts **KERG** 1280 kc

in Eugene, Oregon

represented nationally by W. S. Grant Company

GRANTS PASS							
KUIN **1939**	**1340** **250**	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee Grant	A. E. Voorhies, p E. A. Malone, gm	M. K. Ball, cm Dave Allen, pd	N. L. Williams, ce Chris Hansen, nd	.... AP WE
KGPO-FM ***1947***	*Ch. 245 (B)* *96.9mc* *3.1kw*						
HOOD RIVER							
KIHR **1950**	**1340** **250**	Oregon-Washington Bcstrs. P. O. Box 207 8561		C. H. Fisher, ptnr. & gm C. O. Fisher, ptnr.	Don M. McCutcheon, sm Robert L. Houglum, ce	Jack L. Burger, loc. slm	L-W AP Ray.
KLAMATH FALLS							
KFJI **1922**	**1150** **5,000-LS** **1,000-N DA-N**	KFJI Bcstrs. Inc. P. O. Box 692 2-2551	MBS Don Lee Grant Keating	W. D. Miller, p Dick Maguire, g & cm & pd	Arlen Sanders, pmm & sd William P. Grimes, ce Chas. A. Poteet Jr., pdm & fd	John Barton, nd Marion Cronin, wd	Wld. UP Col.
KFLW **1946**	**1450** **250**	Herald Pub. Co. P. O. Box 941 8115	ABC McKinney	Frank Jenkins, p Henry Chandler, gm	Aaron Boe, cm Marjorie Ovgard, pd & pmm	Gilbert Walter, ce	St. AP G
LA GRANDE							
KLBM **1938**	**1450** **250**	Inland Radio, Inc. Old Oregon Trail 2201	KBS, LBS Oregon Trail	Lee W. Jacobs, p John G. Jones, gm	Ken L. Lillard, cm Evelyn Bridges, pd	Murray M. Durham, ce	L-W UP RCA
LEBANON							
KGAL **1950**	**930** **1,000 D**	Linn County Bcstrs. Inc. P. O. 541 8631	KBS	W. Gordon Allen, p Marcus F. DuLaunay, g & cm	Madeline Allen, pd & wd Robert Bruce, pmm, n & fd	Edward C. McElroy Jr., ce Del Olney, sd	L-W AP G
McMINNVILLE							
KMCM **1949**	**1260** **1,000 DA-N**	Yamhill Bcstrs., Inc. P. O. Box 207 3811	KBS Viking Western	Jack B. Bladine, p Lou Gillette, gm Glasco Branson, cm	Blaine Hanks, pd Milt Muir, ce	Homer Rohse, nd Dudley Gaylord, sd	L-W AP WH
MEDFORD							
KMED **1922**	**1440** **5,000-LS** **1,000-N**	Radio Medford Inc. P. O. Box 1306 2-4000	NBC Meeker	Vernon J. Robinson, p Jennings Pierce, gm Ray Johnson, asst. m & ce	Bill Hansen, cm Bud Hohensee, pd	Charles Fields, pmm & ne Russ Jamison, pdm Howard Hammond, fd	Mac., Thes. UP RCA
KYJC **1947**	**1230** **250**	Medford Printing Co. Barnett Road 2-5277	ABC Grant	Robert W. Ruhl, p Jimmy Dunlevy, gm Douglas Gaines, cm	John Ahern, pd & nd Betty Brugman, pmm & wd	Dick Woods, ce Tom MacLeod, sd	.... UP RCA
NEWPORT							
KNPT **1948**	**1310** **1,000 DA-N**	Yaquina Radio, Inc. Box 276 560	LBS Viking	Tom Becker, p & gm A. H. Becker, vp Dan Kirch, cm & sd	Ed Warmoth, pd & pmm Tom Bracanovich, ce Tal Shade, secy-treas.	Ted Loud, nd Gray Thompson, fd Mo Dixon, wd	Wld. AP Col.
NORTH BEND							
KFIR **1951**	**1340** **250**	Bay Bcstg. Co. 1937 Union Ave. 5-7351	LBS	(Mrs.) Josephine Bjarnson, p	Roger Spaugh, g & cm & ce	Sara Spaugh, pd, pmm, & wd	St. AP G

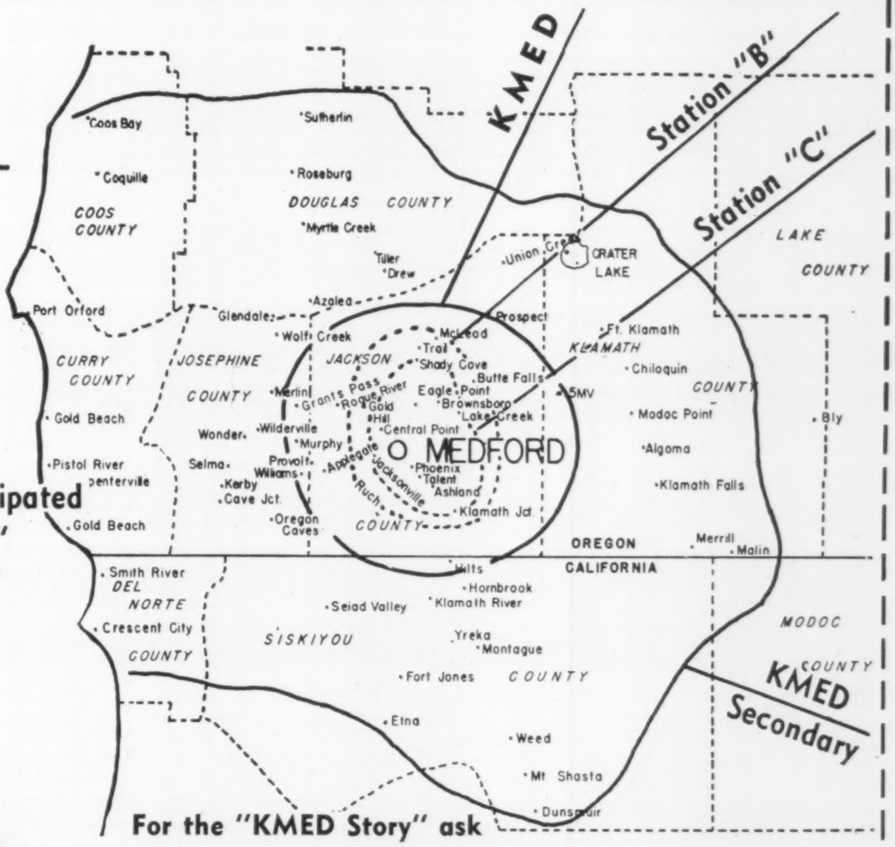
In 1952 — K M E D's
30th ANNIVERSARY YEAR - -

we pledge advertisers our continued fullest efforts in their behalf.

KMED is proud to have—during the past year—originated for NBC the "Shakespearean Festival," a special "Silver Jubilee," and participated in the "National Farm & Home Hour" and the "Standard Symphony Hour."

NBC

KMED



KMED
Station "B"
Station "C"
Coos Bay
Sutherlin
Coquille
Roseburg
COOS COUNTY
DOUGLAS COUNTY
Myrtle Creek
Tiller
Drew
Union Cr.
CRATER LAKE
LAKE COUNTY
Port Orford
Glendale
Azalea
Prospect
Wolf Creek
McLeod
Trail
Shady Cove
Ft. Klamath
CURRY COUNTY
JOSEPHINE COUNTY
JACKSON
Butte Falls
KLAMATH
Chiloquin
Merlin
Grants Pass
Rogue River
Gold Hill
Eagle Point
SMV
COUNTY
Lake Creek
Gold Beach
Central Point
Modoc Point
Bly
Wonder
Wilderville
Murphy
Pistol River
Selma
Provolt
Williams
Applegate
Jacksonville
O MEDFORD
Phoenix
Talent
Ashland
Algoma
Kerby
Cave Jct.
Ruch
Klamath Falls
Oregon Caves
COUNTY
Klamath Jct.
Gold Beach
OREGON
CALIFORNIA
Merrill
Malin
Hilts
Smith River
DEL NORTE COUNTY
Hornbrook
Seiad Valley
Klamath River
Crescent City
MODOC COUNTY
SISKIYOU COUNTY
Yreka
Montague
Fort Jones
KMED Secondary
Etna
Weed
Mt. Shasta
Dunsmuir

For the "KMED Story" ask
Your nearest Robert Meeker man
or write K M E D – MEDFORD, OREGON

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ONTARIO							
KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. Old Oregon Trail 121	LBS Oregon Trail	Lee W. Jacobs, p Gordon L. Capps, vp, gm & sd	John W. Powell, cm Gerard J. Flesey, pd & fd Herbert W. Booth, pmm	Charles E. Harland, ce John R. Humphreys, nd Elaine M. Capps, wd	Wld. UP WE
OREGON CITY							
KGON 1947	1230 250	(See Portland Listing)					
PENDLETON							
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	LBS	V. B. Kenworthy, p & gm	Ted A. Smith, sm	Denman Dayton, pd	.... UP RCA
PORTLAND							
KBKO 1948	1290 1,000-D	Mercury Bcstg. Co. 3908 N.E. Sandy Blvd. Webster 1290	Forjoe	Gordon E. Bambrick, p, gm & pd	Harold Krieger, vp & ce Frances Crane, pmm	Eddie Leahy, sd	.... UP ....
*KBPS 1923	1450 250	Benson Poly School 546 N.E. 12th Filmore 5469		Patricia L. Green, gm & pd	Charles Weagant, ce	Donna Hunter, prog. coordinator	
KEX 1926	1190 50,000 DA-1	Westinghouse Radio Stations, Inc. 1230 S.W. Main St. Capitol 1881	ABC Free & Peters	Walter C. Evans, p (WRS) J. B. Conley, gm R. H. Prigmore, cm Mel Bailey, pd	Charles L. Burrow, pmm T. T. Ely, ce Bob Thomas, nd	Ivan Jones, fd Barney Keep, sd Kay West, wd	Assoc. UP, INS WH
KEX-FM *1948*	*Ch. 222 (B)* *92.3mc* *56.4kw*						
KGON 1947	1230 250	Clackamas Bcstrs. Inc. P. O. Box 391 Evergreen 1-5475	LBS McGillvra	Dr. John H. Fitzgibbon, p Irwin S. Adams, g, c, & pmm	H. I. Jackson, asst. m & sd Sonora Hoffman, pd	Edward G. Saxe, ce Laurie Lauritzen, wd	Wld. AP G
KGW 1922	620 5,000 DA-1	Pioneer Bcstrs., Inc. 1320 S.W. Broadway Beacon 6364	NBC Northwest Petry	Mitzi E. Newhouse, p H Quenton Cox, gm J. N. Wassan, cm	Donald F. Whitman, pd Harold C. Singleton, ce Frank H. Coffin, d of comm. service	Don Kneass, co-nd Chuck Foster, co-nd Rudy Lachenmeier, sd	L-W, Wld. AP, INS Ray.
KGW-FM *(CP)*	*Ch. 262 (B)* *100.3mc* *57kw*						
KOIN 1925	970 5,000 DA-N	KOIN, Inc. P. O. Box 1031 Atwater 3333	CBS Avery-Knodel	Marshall Field, p Harry H. Buckendahl, gm John L. Palmer, natl. adv. m	Ted W. Cooke, prog. m George Wann, prom. d Louis S. Bookwalter, d of engrg.	Lester Halpin, nd Luke Roberts, fd Johnnie Carpenter, sd	Assoc., Thes., Wld. AP, UP, INS ....
KOIN-FM *1948*	*Ch. 266 (B)* *101.1mc* *48.6kw*						
KPAM 1951	1410 1,000-D	Bcstrs. Oregon Ltd. P. O. Box 1230 Broadway 7471		Stanley M. Goard, p, g & cm	Alvin C. Yantiss, pd	Charles K. Dickson, ce	Assoc., Wld. AP WE
KPFM(FM) *1946*	*Ch. 246 (B)* *97.1mc* *3.33kw*						
KPDQ 1947	800 1,000-D	John W. Davis 2339 S.E. 72nd Ave. Capital 9209		John W. Davis, p & gm Dave Jack, cm	Fred Haskins, pd & fd Charles Moore, ce	Jack Adkins, fd	.... AP ....
KPOJ 1932	1330 5,000 DA-1	KPOJ, Inc. 1019 S.W. 10th Ave. Broadway 3484	MBS Don Lee Blair	P. L. Jackson, p R. M. Brown, gm Harry C. McLain, cm Joseph T. Hallock, pd	Isabell Hoyt, pmm Carol Saling, ce Vern Mueller, nd	Alvin D. Bauer, fd Charlie LaFranchise, sd Roxie Frederickson, wd	Thes. UP ....
KPOJ-FM *1948*	*Ch. 254 (B)* *98.7mc* *44kw*						.... *WE*
KWJJ 1927	1080 10,000 DA-2	Wilbur J. Jerman 1011 S.W. 6th Ave. Atwater 4393	Burn-Smith	Wilbur J. Jerman, p & gm Jerry Speerstra, cm Ben T. Crosby, pmm	Dwight D. Loomis, ce Frank Cooley, nd	Bill Hansen, fd Rollie Truitt, sd	L-W UP WH
KXL 1926	750 10,000 DA-1 L-WSB	KXL Bcstrs. 5th Floor Orpeum Bldg. Broadway 6451	Pacific Northwest Walker	H. S. Jacobson, p, g & cm Jackson Fleming, pd & pmm	Ralph Mifflin, ce James Mount, loc. slm	Ralph Wiegand, nd Ben Buisman, fd	St. UP RCA
PRINEVILLE							
KRCO 1950	690 1,000-D	Radio Central Oregon Inc. Box 188 6239	Viking Grant	N. A. Miksche, p, gm & sd Richard Burger, cm	Leslie McKay, pd & nd Curtis Burnside, ce	Maude Bailey, wd	Thes. UP Col.
ROSEBURG							
KRNR 1935	1490 250	News-Review Co. 134 N. Jackson 3-5551	MBS Don Lee	Frank Jenkins, p Leroy Hiatt, gm	Warren Ward, cm Lyle Fenner, pd, f & wd	Max Dick, ce Bob Grant, n & sd	St. AP G
KRXL 1950	1240 250	Umpqua Bcstrs. Inc. P. O. Box 847 3-4464	LBS	Donn W. Radabaugh, p Iris Rice Helliwell, gm Lon D. Hunt, cm	Del McKay, pd & fd Jerry Oliver, pmm, n & sd	Ralph Smith, ce May Mathews, wd	L-W, Cap. UP G
SALEM							
KGAE 1951	1430 1,000-D	Allen, Truhan & Clark Marion Hotel		W. Gordon Allen, p & gm Del Olney, pd	Bob Bruce, pmm & nd Fred Peters, bus. m	Gordon Allen, ce	.... AP WE
KOCO 1947	1490 250	B. Loring Schmidt 1426 Edgewater 3-3108	LBS Viking Rambeau	Loring Schmidt, p & gm Seth P. Smith, cm	Carl Ritchie, pd Robt. Suing, ce	Gene Good, n & sd	Assoc., Cap. UP RCA
KSLM 1934	1390 1,000	Oregon Radio Inc. P. O. Box 631 3-4831	MBS Don Lee McKinney	Glen McCormick, p Earle Headrick, g & cm Dave Hoss, pd & pmm	Clyde Carlton, ce Herb Johnson, pdm Esther Konantz, traffic m	Bill Exline, n & sd Glenda McCormick, wd	Wld., L-W UP GE
TILLAMOOK							
KTIL 1947	1590 250	Tillamook Bcstg. Co. Star Route W. 1122	Continental Keating	Tom Hoover, m	Jim Kelley, slm		

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THE SKY'S THE LIMIT IN THE KGW MARKET!

MORE PEOPLE
WITH MORE TO SPEND
ALL SET TO GIVE ADVERTISERS
A ROUSING WESTERN WELCOME

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

Oregon's population has shown a net increase of 39.6% in the past 10 years. Every index of market prosperity has hit a new all-time high. Total per capita spendable income is up over 3½ million above last year.

ADVERTISERS who want big-market results will do well to consider KGW's prosperous Western families as prime prospects in 1952!

KGW PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED *NATIONALLY* BY EDWARD PETRY & CO., Inc.

PENNSYLVANIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ALLENTOWN							
WAEB 1947	790 500-LS 1,000-N DA-2	WAEB, Inc. Center Square 4-9364	ABC, MBS Quaker Hollingbery	Howard Wasserman, p Milton Laughlin, g & cm	Thomas A. Earley, pd, n & sd William Gottshall, ce	Clem Walters, fd Helen Hertzog, wd	.... UP WE
WFMZ(FM) *1947*	*Ch. 264 (B)* *100.7mc* *20kw*	*Penn-Allen Bcstg. Co.* *1524 Linden St.* *3-7521*		*Raymond F. Kohn, p & gm*	*Horace W. Gross, cm*	*Daniel Houck, ce*	*Assoc., SES.* .... *Col.*
WHOL 1948	1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. 4-4801	CBS Meeker	Henry K. Bauman, p James F. Chambers, m & cm, pd	Paul Mitchell, pmm, n & fd Gerald B. Werst, ce	Syd Paul, sd Marjorie Bauman, wd	Cap., Thes. UP WE
WKAP 1947	1320 1,000 DA-N	WKAP, Inc. P. O. Box 689 3-3166	Weed	N. Joe Rahall, p Oggie Davies, gm Marshall S. Cleaver, pd	C. Frank Cordaro, ce Alan Raber, n & sd	Lyn Haney, wd	Wld. AP G
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39-41 N. Tenth St. 4-9511	NBC Headley-Reed	B. Bryan Musselman, o & gm Olivia P. Musselman, c & pmm & wd	George Y. Snyder, pd Reuel H. Musselman, ce	John T. Van Sant, sd	Wld. AP WE
WSAN-FM *1947*	*Ch. 260 (B)* *99.9mc* *8kw*						
ALTOONA							
WFBG 1924	1340 250	The Gable Bcstg. Co. 1320 11th Ave. 6467	NBC Quaker H-R Reps.	George P. Gable, p Jack M. Snyder, mgng. d, cm & nd	James Gates, pd, sd Wilbur Farley, pmm George Burgoon, ce	Eugene Hamill, fd Josephine E. Cooney, wd	Wld. AP WE
WJSW 1947	1290 1,000-LS 500-N DA-N	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS Burn-Smith	Herbert T. Wolf, p T. W. Metzger, gm James E. Moren, cm & pd	Charles Flynn, pmm & nd C. I. Metzger, ce	Skip Miller, sd Marjorie Cramer, wd	St. UP G
WJSW-FM *1948*	*Ch. 261 (A)* *100.1mc* *0.135kw*						
WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC Meeker	Roy F. Thompson, p, g & cm Dorothy M. Thompson, pd	William S. Clear, pmm, n & sd George R. Burgoon, ce	Dave Deniston, fd Marge Griffith, wd	Assoc. UP WE
WVAM 1948	1430 1,000 DA-2	General Bcstg. Co. 2801 Edgewood Drive 8127	CBS Weed	Emanuel S. Leopold, p Robert G. Walter, gm & pd Wilbur M. Union, c & pmm	William R. Butterbaugh, ce John Riley, n & fd	Jeanne Lindaman, wd	L-W UP G
APOLLO							
WAVL 1947	910 1,000-D	Triborough Bcstg. Co. 4th & Pennsylvania 72-3921		A. J. West, ptnr. & bus. m Cecil F. Clifton, ptnr. & gm	David Taylor, cm & fd Silas West, pd	H. E. Smith, ce Joe Speeney, nd	.... UP G
BARNESBORO							
WNCC 1950	950 500-D	North Cambria Bcstrs., Inc. Box 277 1010	KBS Quaker	Ralph Greenwood, chmn. of bd. of d Harris G. Breth, p & pmm Richard Todhunter, vp	William J. Thomas, gm LeRoy W. Stauffer, cm, pd & sd	Dyle Miller, ce	St., Thes. UP ....
BEAVER FALLS							
WBVP 1948	1230 250	WBVP, Inc. 1216 Seventh Ave. 4100	LBS	Frank R. Smith, p & gm Thomas B. Price, sm Charles H. Wilson, pd	Jean E. Biggard, pmm Don Dout, ce Charles Onderka, treas. Lillian Smith, secy.	Ernie Kline, nd Arnold Felsher, nd Chuck Wilson, sd Gertrude Trobe, wd	St., Wld. AP, UP WE
BETHLEHEM							
WGPA 1947	1100 250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074		Rolland L. Adams, p Arthur C. McCracken, sm Frank L. Collie, c & pmm	Stefan George, pd Edwin L. Rybak, ce Dana McGough, nd	Bernie Black, fd Bill Wright, sd Betty Fry, wd	Cap., Thes. UP RCA
WGPA-FM *1947*	*Ch. 236 (B)* *95.1mc* *10kw*						
BLOOMSBURG							
WCNR 1947	930 1,000-D	Columbia Montour Bcstg. Corp. 38 W. Main St. 1700	Quaker	Robert Eyerly, p Ed Darlington, g & cm	Ellis Erdman, pd, n & sd Robert Fulton, ce	Paul Niesley, fd Editha Adams, wd	Assoc. AP Ray.
WHLM 1948	690 1,000-D DA	Harry L. Magee Hotel Magee 1800	LBS Quaker	Harry L. Magee, p Robert R. Williams, gm James K. Stock, pd	Anthony F. Hogg, ce V. C. Diehm, mgng. consultant	Ray Calabrese, nd Walt Lewis, fd Gene Feeney, sd Bertie Nannas, wd	Wld. UP G
BRADDOCK							
WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100		William G. Matta, p & gm G. C. Matta, cm	George Bozic, pd	R. Linhart, pmm & nd P. Soisson, fd	.... UP G
BRADFORD							
WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn-Smith	Joseph M. Cleary, p, pmm & nd James F. Ponder, cm	Lloyd P. Gordon, pd & fd Joseph Sudock, ce John W. Nelson Jr., sd	(Mrs.) Lillian Browning, wd	Wld. AP Ray.
BUTLER							
WBUT 1949	1580 500-D	Eagle Printing Co., Inc. McQuistion Rd. 75-778	LBS	Philip B. Hirsch, g & cm Joseph C. Laconi, pd & nd Vernon L. Wise Jr., pmm & slm	Gerald Coleman, ce John Turrell, fd	Shirley J. Scott, wd	Thes. AP RCA
WBUT-FM *1949*	*Ch. 280 (A)* *103.9mc* *0.72kw*						.... *WH*
WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 4701	KBS Tri-State	(Mrs.) Georgia Rosemblum Robert Kaufman, gm & nd	Warren Ihlenfeld, pd & sd Paul F. Rex, ce	R. H. MacDougall, fd Gladys Borne, wd	.... UP RCA
WISR-FM *1948*	*Ch. 249 (A)* *97.7mc* *0.56kw*						

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CARBONDALE

WCDL **1950**	1230 250	Carbondale Bcstg. Co. 116 Salem Rd. 1230	KBS Cooke	William H. Ware, p W. Richard Carlson Jr., g & pmm	William Fletcher, cm Norah B. Carlson, pd & wd Robert G. Adams, ce	John Krieger, prod. d John Gary, nd Edward McKeon, fd	SES. UP G

CARLISLE

WLXW **1948**	1380 1,000-D	Philip Mathews Holly Pike 1785	KBS	Philip Mathews, p	Florence Good, chief exec.	Henry Palmer, ce	.... UP RCA

CHAMBERSBURG

WCHA **1949**	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1110		John S. Booth, gm Earl P. Strine, cm Allen Saunders, pd	Sam A. Taylor, pmm & n editor James McCurdy, ce	Charles O'Donnell, fd	Assoc., Cap. UP G
WCHA-FM ***1948***	*Ch. 240 (A)* *95.9mc* *0.728kw*						.... *GE*

CHARLEROI

WESA **1947**	940 250-D	Monongahela Bcstg. Corp. Box 584 3-6551	LBS, KBS	Dr. A. S. Sickman, p Charles R. Duvall, g & cm George D. Gailey, pd & pmm	Mel H. Wigand, ce Wm. C. Richards, n & sd	Ann Balmer, wd	St., Thes. AP Ray.

CHESTER

WPWA **1947**	1590 1,000 DA-N	Lou Poller Box 30 3-1641	Forjoe	Lou Poller, o, c & pmm Harry Simmington, gm & ce Melvin Levine, pd	Mort Roseman, nd Dr. Lincoln Harter, fd Don Chase, sd	Rhona Lloyd, wd	Wld. AP Col.
WVCH **1948**	740 250-D	James M. Tisdale Wolf Bldg. 2-8861		James M. Tisdale, p, g & cm & ce	Robert A. Hibbert Jr., pd & nd Frank Wayne, fd	James Lynn, sd Ann Redding, wd	.... UP RCA

CLEARFIELD

WCPA **1947**	900 1,000-D	Clearfield Bcstrs., Inc. 215 Church Street 5-5541		W. K. Ulerick, p & gm W. J. Thomas, m & pd & pmm & nd	L. A. Duck, ce Margaret Nemeth, asst. m & wd	W. O. Mitchell, fd Joe Termin, sd	Assoc., Thes. UP G

COATESVILLE

WCOJ **1949**	1420 1,000-D	Chester County Bcstg. Co. 703 E. Chestnut St. 2100	Quaker	William S. Halpern, p & gm Louis Seltzer, ptnr. & ce	Ellis Shook, pd & nd	Donald Kimes, pmm	Thes. UP G

CONNELLSVILLE

WCVI **1947**	1340 250	Connellsville Bcstrs., Inc. 126 W. Crawford	LBS	Raymond Galiardi, p Jack Craddock, gm & sd	Howard McMeekin, cm Fran Roberts, pd Paul Queer, ce	Jos. Bassett, nd Virginia Shank, wd	SES., Wld. UP G

DOYLESTOWN

WBUX **1948**	1570 250-D	Charles M. Meredith Hart Bldg. 220		William A. Lynch, gm			Wld. AP ....

wfbg ALTOONA PENNA

Your message on WFBG reaches a potential listening audience of over a quarter million people . . . people eager to purchase your merchandise when presented over "The Station Most People Listen to Most" in Altoona.

29.8* OF THE PEOPLE LISTEN TO WFBG (6:00 AM till 1:00 AM) **59.0*** OF THE TIME

Due to fine programming and outstanding public service, WFBG has dominated the rich Altoona market for the past 26 years.

JACK SNYDER, MANAGING DIRECTOR

HR NATIONAL REPRESENTATIVES

1950 DATA	Within 0.5 MV/M Contour, DAY	Within 0.1 MV/M Contour, DAY
AUDIENCE, 1950		
Population	149,800	239,400
In Communities	138,900	201,220
On Farms	10,900	38,180
Households	44,300	68,500
In Communities	41,760	59,780
On Farms	2,540	8,720
Radio Homes	41,950	64,100
In Communities	39,630	56,090
On Farms	2,320	8,010
RETAIL MARKET, 1949, $		
Food Stores	36,600,000	49,180,000
General Merchandise Stores	15,130,000	19,700,000
Apparel Stores	8,850,000	10,670,000
Home Furnishings Stores	8,870,000	11,120,000
Automotive Outlets	17,500,000	27,240,000
Filling Stations	5,240,000	10,250,000
Building Mtl.-Hardware	6,700,000	10,530,000
Eating-Drinking Places	8,320,000	12,810,000
Drug Stores	2,280,000	2,840,000
All Other Stores	10,180,000	14,870,000
TOTAL RETAIL SALES	119,670,000	169,210,000
FARM MARKET, 1949		
Number of Farms	2,250	7,710
Automotive Vehicles	4,150	14,340
Cost of Feed Purchased $	1,630,000	6,520,000
Value of Products $	6,670,000	24,400,000

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture); BMB Radio Families; SRDS Consumer Markets; coordination to 1949-1950 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

* Conlan Met. Altoona Area Survey, January 1951. All Stations participating.

XUM

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DuBOIS							
WCED 1941	1230 250	Tri-County Bcstg. Co., Inc. 80 N. Park Place 1700	CBS, LBS McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm	Ed Paul Finger, pd Ken Johnston, pmm	Ed Paull, n & sd Bernard Gurewich, ce Betty Lee, wd	SES. UP RCA
WCED-FM *1948*	*Ch. 271 (B)* *102.1mc* *9.5kw*						.... *Fed.*
EASTON							
WEEX(FM) *1948*	*Ch. 252 (A)* *98.3mc* *1kw*	*Easton Pub. Co.* *Easton* *6155*		*Nelson S. Rounsley, gm & cm*	*Charles Thon, pd & ce*		*Assoc.* *AP* *RCA*
WEST 1936	1400 250	Associated Bcstrs., Inc. 516 Northampton St. 6131	NBC, MBS Meeker	Clair R. McCollough, sta. exec. Elwood C. Anderson, gm	J. Robert Gulick, gen. slm Eugene Bethman, pd Jean Fitz, pmm	J. E. Mathiot, tech. d	Wld. UP ....
WEST-FM *1948*	*Ch. 300 (B)* *107.9mc* *11kw*						
ERIE							
WERC 1941	1260 5,000 DA-2	Presque Isle Bcstg. Co. 121 W. 10 St. 4-6367	NBC Quaker Avery-Knodel	Jacob A. Young, p Charles E. Denny, gm Art Ingram, cm	Virginia Donachy, pd Ken Hestor, ce Jim Dewart, nd	Jay Young, sd Virginia Maxwell, wd	Cap., L-W UP RCA
WERC-FM *1947*	*Ch. 260 (B)* *99.9mc* *9.7kw*						
WICU(TV) 1949		Dispatch Inc. 3515 State St.		(For full information see TELECASTING Yearbook)			
WIKK 1948	1330 5,000 DA-2	Community Service Bcstg. Co. 1021 State St. 23-248	ABC H-R Reps.	Keith Kiggins, p Ted Nelson, vp & gm	Patrick Shannon, cm C. E. McElroy, asst. m	Clarence Baker, ce	St. UP Col.
WJET 1951	1570 250-D	JET Bcstg. Co. 1635 Ash St. 4-6013		Myron Jones, p & gm Paul C. Rinehardt, cm	William Fleckenstein, ce	Lou Tullio, sd	SES. AP G
WLEU 1933	1450 250	WLEU Bcstg. Corp. Commerce Bldg. 23-327	MBS Quaker	Leo J. Omelian, p V. Hamilton Weir, g & cm	Arthur Lester, ce Catherine Donatelli, secy.	Joan Clark, wd	Wld. AP RCA
WLEU-FM *1948*	*Ch. 250 (B)* *97.9mc* *7.8kw*						
GETTYSBURG							
WGET 1950	1450 250	Times and News Publishing Co. Harrisburg Rd. 850	KBS, LBS	Henry M. Scharf, mgng. d Murray Goldsborough, g & cm	Maurine Nelson, pd & wd Lester Blair, ce	Edwin Shoop, sd	Thes. AP GE

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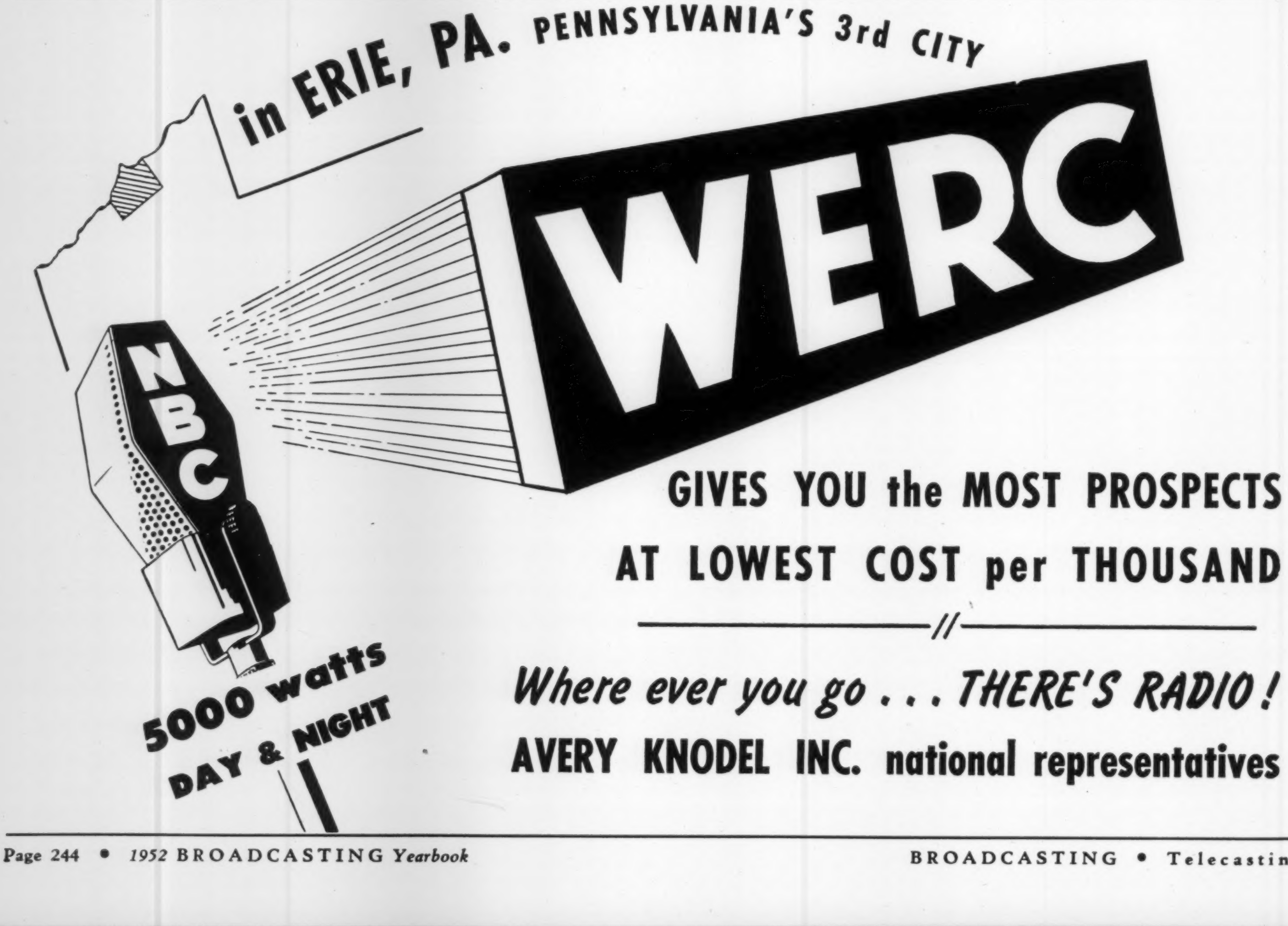
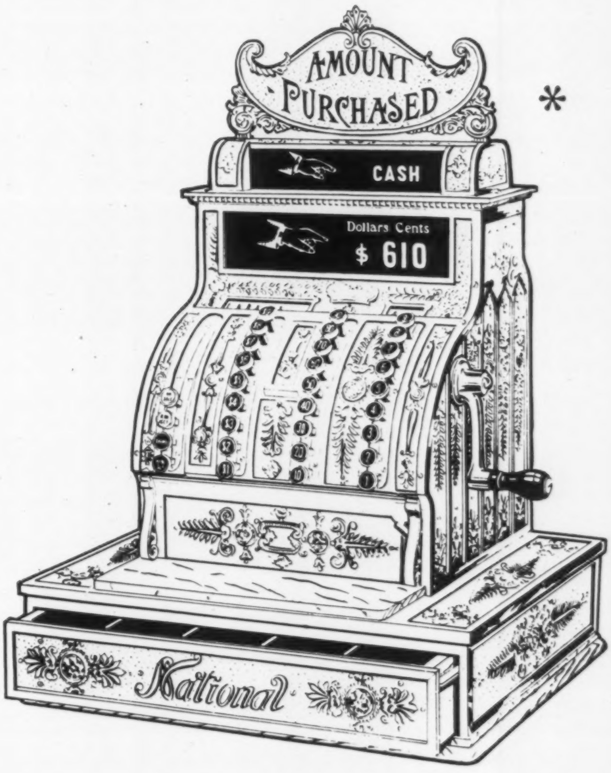

in ERIE, PA. PENNSYLVANIA'S 3rd CITY
WERC
NBC
5000 watts
DAY & NIGHT

GIVES YOU the MOST PROSPECTS AT LOWEST COST per THOUSAND

Where ever you go . . . THERE'S RADIO!

AVERY KNODEL INC. national representatives

Where It Pays


AMOUNT PURCHASED
CASH
Dollars Cents
$ 610
National

*

to advertise in . . Philadelphia

35 South 9th Street
Philadelphia 7, Pa.
WAlnut 2-6800

Represented Nationally by
Edward Petry & Co., Inc.

5000 Watts . . . *Philadelphia's Pioneer Voice* **. . . 610 on the dial**

* Courtesy National Cash Register Company

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
GREENSBURG							
WHJB **1934**	620 1,000-LS 500-N DA-2	Pittsburgh Radio Supply House 128 No. Penn. Ave. 3740		Kenneth Brennen, p George J. Podeyn, g & cm	Glenn Grayson, pd Lyle Allen, ce	Bob Johnson, sd	L-W UP WE
GROVE CITY							
***WSAJ** **1920**	1340 100-SH	Grove City College Grove City 763		Weir C. Ketler, p	Stanley J. Seiple, pd	Dale O. Smock, ce	.... GE
HANOVER							
WHVR **1949**	1280 1,000-LS 500-N	Radio Hanover, Inc. Hanover Trust Co. Bldg. 3831	MBS Kennedy	John D. Bare, p & gm H. Vernon Ferster, c & pmm	Mack Edwards, pd & nd Philip A. Rohrbaugh, ce John Kratzert, fd	Cap Grenier, sd Helen Hart, wd	L-W, Wld. UP RCA
HARRISBURG							
WHGB **1945**	1400 250	Harrisburg Bcstg. Co. 112 Market St. 2-3456	ABC Weed	Herbert Kendrick, p, g & cm	Jack Hooper, pd, pmm, n & sd	William O. Kuntz, ce Lillian Mickley, wd	.... AP RCA
WHP **1924**	580 5,000 DA-N	WHP, Inc. 216 Locust St. 4-3211	CBS Bolling	A. K. Redmond, g & cm Dick Redmond, pd	Beatrice Potteiger, sls. pmm E. Daniel Leibensperger, ce	John Price, nd George Wirt, fd Ed Gundaker, sd	Assoc., St. AP, UP Ray.
WHP-FM ***1946***	*Ch. 247 (B)* *97.3mc* *4kw*						.... *WH*
WKBO **1922**	1230 250	Keystone Bcstg. Corp. 31 North Second St. 4-0191	NBC Meeker	Clair R. McCollough, sta. exec.	David J. Bennett Jr., gm Donald Wear, pd F. William Clise, pmm	J. Robert Gulick, gen. slm J. E. Mathiot, tech. d	Wld. UP ....
HAZLETON							
WAZL **1932**	1490 250	Hazleton Bcstg. Co., Inc. 708 Hazleton Nat. Bank Bldg. 5400	MBS-NBC Quaker Meeker	Victor C. Diehm, p & gm Don Murray, pd Kathryn E. Kahler, asst. to m & pmm	Thomas Tito, slm Elwood Tito, ce	Bill Graham, sd Francis Carter, wd	Wld. AP WE
WAZL-FM ***1948***	*Ch. 250 (B)* *97.9mc* *7.8kw*						
HOMESTEAD							
WHOD **1948**	860 250-D	Steel City Bcstg. Corp. Radio Center 1-0172	Interstate	Anthony S. Ortale, p of bd of d Roy E. Ferree, gm	Leonard E. Walk, pd Sid Dickler, pmm	James Herbert, ce Craig Chedwick, sd	.... UP WE
HUNTINGDON							
WHUN **1947**	1400 250	Joseph H. Biddle Pub. Co. 400 Washington St. 1291	MBS, KBS	John H. Biddle, p William E. Germann, gm & sd	Alfred Goetschius, cm Ernest A. Craig, ce	Eleanor Foster, wd	SES., Wld. UP G

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Again . . . It's HARRISBURG!

Pennsylvania's Top Quality Market

COMBINE HARRISBURG'S STANDING as Pennsylvania's leading Quality Market with the vast new area served by Radio Station WHP and you have a rare opportunity to expand distribution and boost sales.

Not only does Harrisburg lead all major Pennsylvania markets in Income Per Family (6,135), Income Per Capita ($1,916) and Quality of Market Index (148) . . . BUT this city records 7 out of a possible 9 "Superior Points" in Sales Management's November 10 city rankings study. Although 18th nationally in its population group, Harrisburg comes up with such impressive rankings as 4th in total retail sales, 2nd in drug sales, 6th in general merchandise sales and 5th in furniture-household-radio sales.

And now, your radio dollar goes much farther in this top quality market. For WHP, the dominant voice of Harrisburg for a quarter of a century, is now welcomed into tens of thousands of additional homes in Pennsylvania's rich South Central belt. It is the CBS station serving such markets as Harrisburg, Lancaster, York, Lebanon, etc., and assuring you of greater sales returns on every dollar you invest in WHP—The Key Station of the Keystone State.

MR. 580
CBS
WHP
5000 WATTS
580 K.C.

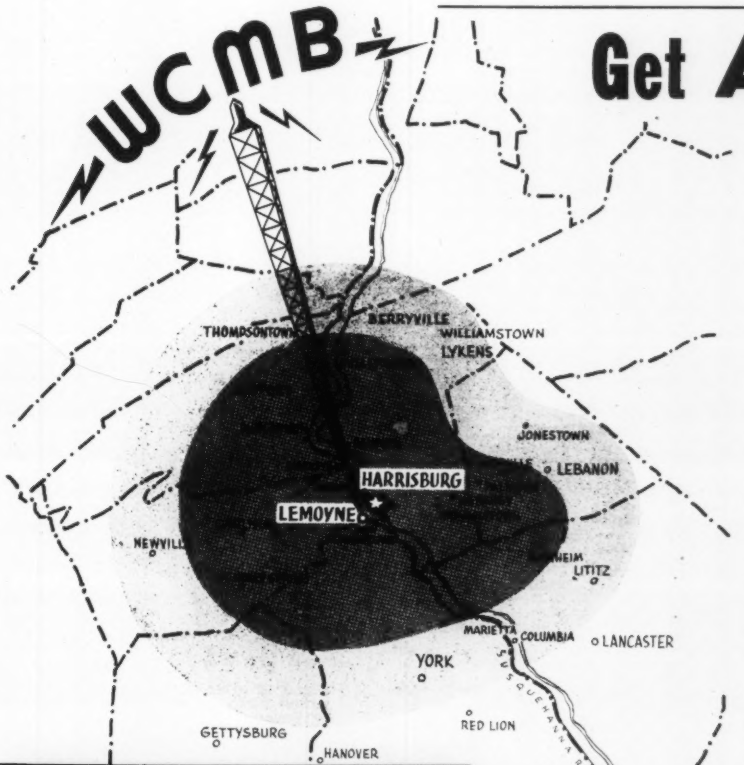
REPRESENTED BY
THE BOLLING CO.
MEMBER
CBS RADIO NETWORK

WHP

HARRISBURG, PENNSYLVANIA

5000 on 580

INDIANA							
WDAD **1945**	**1450** **250**	Indiana Bcstg., Inc. Indiana Theater Bldg. 5-5511	CBS, KBS McGillvra	Thompson K. Cassel, p, g & cm Jim Pattison, pd & sd	Virginia Beatty, pmm Robert Ramsey, ce Bob Sefick, nd	Tony Rand, slm Bill Jordan, fd Hazel Carnahan, wd	.... AP WE
JOHNSTOWN							
WARD **1946**	**1490** **250**	Central Bcstg. Co., Inc. Porch Bldg. 8-1216	CBS Weed	Paul B. Short, p Geo. D. Gartland, vp & gm Robert R. Nelson, sm	John C. Gilmore, cm Millard J. Coleman, ce Frank C. Jordan, nd	Bernie Shedlock, fd Joe Cavanaugh, sd Alma Cramer, wd	Wld. UP G
WARD-FM ***1948***	*Ch. 221 (A)* ***92.1mc*** *0.285kw*						*Col.*
WCRO **1947**	**1230** **250**	Century Bcstg. Corp. 317 Main St. 9-8539	ABC, MBS Quaker Radio Reps.	John Keel, p Stewart W. Phillips, vp	Dennis Gerken, sm & nd Campbell Patch, pd	Robert Stillwagon, ce Frank Toal, sd	.... INS WE
WJAC **1925**	**1400** **250**	WJAC, Inc. 329 Main St. 4-1267	NBC, LBS Young	Walter W. Krebs, p John P. Foster, sm Park Claycomb, cm	Edward T. Bunn, pmm Theodore E. Campbell, ce Nevin L. Straub, tech. d	Ronald Stephenson, nd Harold Scott, sd	L-W AP RCA
WJAC-FM ***1948***	***Ch. 238 (A)*** ***95.5mc*** ***8.3kw***						
WJAC-TV **1949**		WJAC, Inc. 329 Main St.		(For full information see TELECASTING Yearbook)			
KITTANNING							
WACB **1948**	**1380** **500-D**	Armstrong Co. Bcstg. Corp. 325 Market St. 43-1381	LBS	J. B. Moore, p E. J. Hirshberg, gm Bill Dowling, sm	Al Dame, cm Bob Coleman, pd Joe Pelletier, ce	Ben Bowser, nd & sd Sam Shenk, fd Ann Hillard, wd	Thes. AP WE
LANCASTER							
WGAL **1922**	**1490** **250**	WGAL, Inc. 8 West King St. 5251	NBC, MBS Meeker	Clair R. McCollough, p Maynard W. Thomas, gm	J. Robert Gulick, gen. slm Kenneth Kreider, pd J. E. Mathiot, tech. d		Wld. UP ....
WGAL-FM ***1946***	*Ch. 267 (B)* *101.3mc* *3.8kw*						
WGAL-TV **1949**		WGAL, Inc. 8 West King St.		(For full information see TELECASTING Yearbook)			
WLAN **1946**	**1390** **1,000 DA-N**	Peoples Bcstg. Co. 252 North Queen St. 7261	ABC Quaker Headley-Reed	Frank H. Altdoerffer, p, g & cm & ce Samuel M. Altdoerffer, vp	Arthur H. Beckwith, cm Theodore Pollack, pd John Rineman, pmm & sd	Karl Scheying, nd Arthur Burks, fd Edna Hanna, wd	L-W AP RCA
WLAN-FM ***1946***	*Ch. 245 (B)* ***96.9mc*** *6.7kw*						.... *GE*



WCMB
LEMOYNE, PA.
Represented by Donald Cooke Inc., New York

Get ALL of HARRISBURG

Make sure you get ALL of Harrisburg . . .
. . . not just the "City of Harrisburg".

Perhaps you're missing MOST of your selling potential?? Consider this:

★ More than 200,000 of Metropolitan Harrisburg's population live OUTSIDE THE CITY OF HARRISBURG!

★ More than 65% of Harrisburg Stores' Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to **really** sell the complete Harrisburg Market . . . ALL OF IT . . . you need

WCMB

the BIG BUY

. . . per dollar, per listener!

5000 · WATTS · FULL TIME

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
LATROBE							
WAKU 1951	1570 250-D	Clearfield Bcstrs., Inc. Lovenstein Bldg. 2348		W. K. Ulenick, p W. J. Thomas, gm	LeRoy W. Stauther, m Mark N. Funk Jr., asst. m	H. G. Boeth, pmm	Thes., Wld. .... G
LEBANON							
WLAB (FM (CP)	*Ch. 281 (B)* *104.1mc* *4.7kw*	*Radio Lebanon, FM & TV Inc.* *1423 Elm St.*		*Thomas C. Holston, p & sm*	*E. H. Holston, cm*		
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. Central Bldg. 3900	Rambeau	Lester P. Etter, mgng. d Julian F. Skinnell, opers. m Philip J. Reilly, cm	Jared R. Rolston, pd, nd Leonard Savage, ce William Zehring, act. ce Alvin C. Berger, fd	Howard Van Voorhis, sd Mary Ellen, Kurtz, co-wd Sara Mossman, co-wd	Assoc., Wld AP RCA
WLBR-FM *1948*	*Ch. 261 (A)* *100.1mc* *0.72kw*						
LEMOYNE							
WCMB 1948	960 1,000-D (CP) 1460 5,000 DA-2	Rossmoyne Corp. Lemoyne Theater Bldg. Harrisburg 4-3005	LBS Quaker Cooke	Edgar T. Shepard Jr., p Ed K. Smith, vp & gm Rudolph O. Marcoux, cm	John Archer, pd J. Howard Bair, ce Pete Wambach, nd	John A. Smith, fd Gordon Jones, sd	Thes AP Col.
LEWISTOWN							
WKVA 1949	920 1,000-D	Central Penn Bcstg. Co. Box 432 6771	McGillvra	Mrs. Paul J. Newton, p Robert L. Wilson, gm J. Donald Raffensberger, cm	Lynn Bloom, pd Reed Gray, pmm Robert Steltzer, ce Robert Hyle, nd	Zeke Appleby, fd Allan Jay, sd Wini Clark, wd	L-W, Wld. UP G
WMRF 1941	1490 250	Lewistown Broadcast Co. Lewistown 7589	NBC Quaker Burn-Smith	J. S. Woods, p T. W. Metzger, gm Robert Howard, cm	Ralph Parker, pd James Keyes, pmm & nd Bernard H. Bopp, ce	Josef Smiley, fd Dale Smith, sd Rita McCoy, wd	St. UP WE
WLTN(FM) *1947*	*Ch. 250 (B)* *97.9mc* *2.25kw*	*(WMRF, AM Affiliate)*		*Dale Smith, cm & pd*			
LOCK HAVEN							
WBPZ 1947	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, g & cm & sd	Dave King, pd, pmm & nd K. C. Caum, ce	John McCool, fd Betty Armstrong, wd	SES., Thes., Wld. AP Ray.
McKEESPORT							
WEDO 1946	810 1,000-D	Tri City Bcstg. Co. Box 810 4-7167	LBS	Edward J. Hirshberg, p & gm Robert E. Badger, sm & nd	P. McKim, cm Bob Lloyd, pd Marilyn Berg, pmm	Wilkes Hurley, ce Mike Lee, sd Lucy Jones, wd	Thes. AP ....
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. 516 Marke St. 8-8888	Rambeau	Robert M. Cox, p Eugene A. Kline, g, c & slm	Samuel Vidnovic, asst. m & sd Francis Haley, prog. m Charles W. White, ce	Steve Chontos, nd Roy Gallagher, fd Mildred Sheridan, wd	Wld., St. UP Ray.
WMCK-FM *1947*	*Ch. 285 (B)* *104.9mc* *0.5kw*						.... *Fed.*
MEADVILLE							
WMGW 1947	1490 250	Meadville Bcstg. Service, Inc. First National Bank Bldg. 46-723		H. C. Winslow, p Robert Trace, sm & sd	Francis W. Richmond, cm Zane Knauss, pd	Hoyt Stout, ce	L-W, Wld. UP GE
WMGW-FM *1947*	*Ch. 262 (B)* *100.3mc* *10kw*						.... *WH*
MORRISVILLE							
WBUD 1947	1490 250 (CP) Trenton N.J. 1260 1,000 DA-1	Morrisville Bcstg. Co. 12 S. Pennsylvania Ave. 7107	McGillvra	Richard M. Hardin, gm	James Stolcz, sm		Wld. AP ....
NANTICOKE							
WHWL 1946	730 1,000-D	Radio Anthracite, Inc. 38 E. Main St. 1332	Forjoe	Henry W. Lark, p	Jones Evans, gm		CAP., SES., St. AP, UP ....
NEW CASTLE							
WKST 1938	1280 1,000 DA-N	WKST, Inc. Cathedral Building 5050	MBS Quaker Meeker	S. W. Townsend, p A. W. Graham, sta. & cm Shirley Kerr, pd & wd	Gene DeCaprio, pmm Robert Emch, ce Len Mohnkern, nd	Lou Dayton, fd Harry Reith, sd	Wld. UP RCA
WKST-FM *1948*	*Ch. 266 (B)* *101.1mc* *3kw*						.... *Col.*
NEW KENSINGTON							
WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 Fifth Ave. 3534	Continental	C. Russel Cooper, p	Edward J. Kroen, g & cm & pd	W. W. Neely, ce	L-W, SES., Cole UP RCA
NORRISTOWN							
WNAR 1946	1110 500-D	Norristown Bcstg. Co. Norristown 8-7600	Walker	Farris E. Rahall, p Joseph A. Pace, gm	Buddy Brode, pd & sd Sam Geise, ce	James Nellany, nd Eileen Stuart, wd	SES. AP G
OIL CITY							
WKRZ 1946	1340 250	WKRZ, Inc. 201 Fair Bldg. 4-1269	MBS, LBS KBS Quaker	Kenneth E. Rennekamp, p & gm Joseph Connor, cm & sd	Richard Thompson, pd & nd Roland Phillips, pmm	Gerald Cushing, ce Pat Nuhfer, fd	Wld. UP RCA
PHILADELPHIA							
KYW 1922	1060 50,000 DA-1	Westinghouse Radio Stations, Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Walter Evans, (WRS), p Lester R. Rawlins, gm Robert H. Teter, slm Gordon Davis, pd	Paul I. Woodland, pmm I. N. Eney, ce James Gantz, nd William Givens, fd	Lee Allen, co-sd Alan Gans, co-sd Ruth Welles, wd	St. UP, INS WH
KYW-FM *1942*	*Ch. 223 (B)* *92.5mc* *20kw*						
WCAU 1921	1210 50,000	WCAU, Inc. 1622 Chestnut St. Locust 7-7700	CBS	Donald W. Thornburgh, p & gm Joseph Connolly, vp & pd Robert N. Pryor, vp & pmm	John G. Leitch, vp & d of engrg. Joseph L. Tinney, asst. gm John DeRussy, cm	Alfred Ringler, nd Amos Kirby, fd Wm. Campbell, sd Creighton Stewart, wd	L-W AP, UP RCA
WCAU-FM *1941*	*Ch. 251 (B)* *98.1mc* *11kw*						.... *GE*
WCAU-TV 1948		WCAU, Inc. 1622 Chestnut St.		(For full information see TELECASTING Yearbook)			

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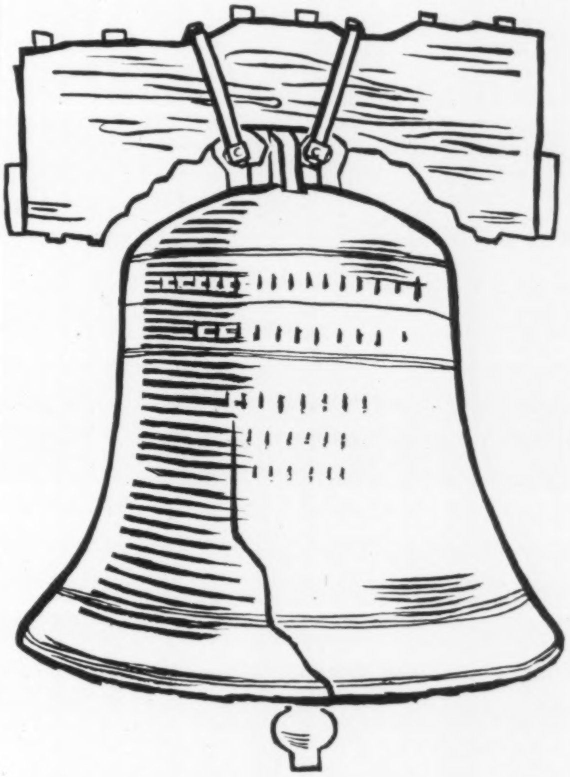
Philadelphia is proud of **WCAU**, too



WCAU

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen- tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
PHILADELPHIA (Cont'd.)							
WDAS 1922	1400 250	Max M. Leon, Inc. 1211 Chestnut St. Locust 7-7400	Forjoe	Max M. Leon, p Robert A. Klein, g & cm	M. Leonard Matt, asst. m & nd Richard Booth, pd	Frank W. Unterberger, ce Sherry O'Brien, sd	.... AP ....
WFIL 1922	560 5,000 DA-2	Triangle Pub., Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker Katz	Roger W. Clipp, gm John D. Scheuer Jr., Asst. gm Norman R. Prouty Radio slm	George A. Koehler, d of adv & prom. T. E. Paisley, Asst. pd Louis E. Littlejohn, ce	Joseph E. Dooley, publ. d Howard Jones, fd Thomas M. Moorehead, sd Mary Jones, wd	Assoc. AP RCA
WFIL-FM *1941*	*Ch. 271 (B)* *102.1mc* *10kw*						
WFIL-TV 1947		Triangle Pub., Inc. Widener Bldg.		(For full information see TELECASTING Yearbook)			
WFLN(FM) *1949*	*Ch. 239 (B)* *95.7mc* *20kw*	*Franklin Bcstg. Co.* *8200 Ridge Ave.* *Ivyridge 2-6000*		*Lawrence M. C. Smith, p* *Raymond S. Green, vp & gm*	*William M. Davison, slm*	*John K. Thomas, ce*	*Assoc.* *UP* *Col.*
WHAT 1929	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058		William A. Banks, p & cm Dolly Banks, g & pmm	Annette Oromaner, pd & wd Arnold Goldman, ce	Len Stevens, n Jerry Gaines, sd Lee Stewart, fd	.... AP RCA
WHAT-FM *1948*	*Ch. 287 (B)* *105.3mc* *20kw*			*Len Stevens, prod. m*			
WIBG 1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio Reps.	Paul F. Harron, p Joseph Lang, vp	Edward D. Clery, g & cm Douglas Arthur, pd Rupe Werling, pmm & nd	John H. Henninger, ce Ray Walton, sd	L-W UP WE
WIBG-FM *1948*	*Ch. 231 (B)* *94.1mc* *20kw*						
WIP 1922	610 5,000 DA-1	Penna. Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimbel Jr., p & gm Ralf Brent, d of sls Clyde Spitzner, loc. cm Murray Arnold, pd Edward Wallis, pmm	Clifford Harris, tech. sup. Varner Paulsen, asst. pd Sam Serota, sp. events d Reginald Harris, ce Sam Ettinger, n & fd	Jim Leaming, supr. of sports bcstrs. Stoney McLinn, supr. of sports bcstrs. Mary Biddle, wd	Wld. AP, UP WE
WIP-FM *1942*	*Ch. 227 (B)* *93.3mc* *20kw*						
WJMJ 1948	1540 1,000-D	Patrick J. Stanton St. James Hotel Kingsley 5-7000	McGillvra	Patrick J. Stanton, p & gm Charles Stahl, cm	Michael Deegan, pd Jo Oris, pmm Alec F. Iles, ce	Robert Gallagher, n & sd Ruth Chilton, wd	SES. AP RCA
WPEN 1929	950 5,000 DA-N	Wm. Penn Bcstg. Co. 2212 Walnut St. Locust 4-4383	LBS Rambeau	William H. Sylk, p Wm. B. Caskey, g & cm Jules Rind, pd	Sam Elber, pmm Charles W. Burtis, ce	James Bowler, nd Matt Guokas, sd	.... AP, UP WH
WPEN-FM *1942*	*Ch. 275 (B)* *102.9mc* *20kw*						
WPTZ(TV) 1941		Philco Television Bcstg. Corp. 1600 Architects Bldg.		(For full information see TELECASTING Yearbook)			
WTEL 1925	860 250-D	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 5-1310	Indie	E. Douglass Hibbs, p & pd Henry N. Cocker, gm	John Field, ce	Theodora Kay, wd	
PITTSBURGH							
KDKA 1920	1020 50,000	Westinghouse Radio Stations, Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Walter Evans, (WRS, Inc.), p Joseph E. Baudino, (WRS, Inc.), gm	Robert G. Duffield, gm George D. Tons, slm Robert E. White, pd	David N. Lewis, pmm T. C. Kenney, ce	Thes. AP, UP WH
KDKA-FM *1942*	*Ch. 225 (B)* *92.9mc* *9kw*						
KQV 1919	1410 5,000 DA-2	Allegheny Bcstg. Corp. 800 Chamber of Commerce Bldg. Atlantic 1-9100	MBS Tri-State Weed	Earl F. Reed, p James F. Murray, g & cm Edwin Trageser, act. pd & pmm	James Schultz, ce Bill Burns, nd	Harold (Pie) Traynor, sd Jane Gibson, wd	Wld., SES. UP WE
WCAE 1922	1250 5,000 DA-N	WCAE, Inc. William Penn Hotel Atlantic 1-6900	ABC Quaker Katz	Leonard Kapner, p & gm Carl M. Dozer, cm R. Clifton Daniel, sm & pd	Ed Brown, publ. d & pmm James H. Greenwood ce,	Richard McCarthy, nd Charles Nuzum, sd Gloria Abdou, wd	Wld. AP, INS RCA
WCAE-FM *1948*	*Ch. 241 (B)* *96.1mc* *12kw*						.... *WH*
WDTV(TV) 1949		Allen B. DuMont Labs., Inc. 750 Bloomfield Ave. Allwood, Clifton, N. J.		(For full information see TELECASTING Yearbook)			
WJAS 1921	1320 5,000 DA-N	Pittsburgh Radio Supply House 411 7th Ave. Grant 1-4860	CBS Hollingbery	H. K. Brennen, p & gm John H. Buchheit, c & pmm James M. Hughes, pd	Walter W. McCoy, ce Cal T. Mara, publ. d Marian Caughey, traffic m Fred R. Davy, prod. d	Lee Kelton, mus. d Henry Dabecco, nd Robert Pince, sd	L-W UP WE
WJAS-FM *1948*	*Ch. 259 (B)* *99.7mc* *24kw*						.... *TP*
WKJF(FM) *1948*	*Ch. 229 (B)* *93.7mc* *20kw*	*Agnes J. Reeves Greer* *1715 Grandview Ave.* *Hubbard 1-2626*	*LBS* *H-R Reps.*	*Agnes J. Reeves Greer, p* *George L. Sutherland, management consultant*	*Ralph Weithorn, pd*	*August Borgen, ce*	*Wld.* *UP* *WE*
WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 1-5000		George M. Harton, p	Howard L. Lazarus, gm	Ralph L. Ketterer, ce	L-W AP ....

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WPIT 1947	730 1,000-D	WPIT, Inc. Pitt Bldg. Atlantic 1-1900	Forjoe	John J. Laux, p Don Ioset, vp, m, c & pmm	George Varnum Jr., pd, n & sd	Michael Komichak, ce Lillian R. Carson, wd	SES. UP G
WWSW 1932	970 5,000 DA-2	WWSW, Inc. Hotel Sheraton Grant 1-5200	Blair	O. M. Schloss Jr., p Ben W. Muros, sm	Harold J. Goldstein, pmm Henry R. Kaiser, ce	Raymond Schneider, nd Joe Tucker, sd	.... UP WH
WWSW-FM *1941*	*Ch. 233 (B)* *94.5mc* *8.5kw*						.... *GE*

POTTSTOWN

WPAZ 1951	1370 1,000-D	Pottstown Bcstg. Co. 247 High St. 5000	Rambeau	Herbert Scott, gm Clifford M. Chafey, slm	Ralph E. P. Mellon, ce	Sid Omarr, ne Charles King, sd Faye Scott, bkpr.	Thes. UP ....

POTTSVILLE

WPAM 1947	1450 250	Miners Bcstg. Service, Inc. 106 S. Centre St. 5050	MBS Quaker McKinney	Joseph L. Maguire, p Louis H. Murray, gm & pd Frank L. Tamulonis, cm	Milton Seltzer, ce Joe Yorke, nd	John Samm, sd Margaret Portner, wd	Assoc. UP G
WPAM-FM *1947*	*Ch. 238 (B)* *95.5mc* *5.1kw*						.... *RCA*
WPPA 1946	1360 1,000-LS 500-N DA	Pottsvilla Bcstg. Co. 8 S. 2nd St. 4744	LBS	A. V. Tidmore, p, gm & ce Ralph L. Price, cm	Edward Romance, pd & sd William Tidmore, nd	Romaine Scott, wd	Wld. AP WE
WPPA-FM *1948*	*Ch. 270 (B)* *101.9mc* *2.8kw*			*William Penn Tidmore, pd*	*Robet Schnauffer, ce*		.... *RCA*

READING

WEEU 1932	850 1,000 DA-N	Hawley Bcstg. Co. 433 Penn St. 7-335	ABC Quaker Headley-Reed	Hawley Quier, p Thomas E. Martin, gm K. Richard Creitz, cm	George Carroll, pd & pmm Harold Schearer, ce	Ed Cammarota, sd Nan Heckman, wd	Assoc. UP ....
WEEU-FM *1947*	*Ch. 225 (B)* *92.9mc* *9kw*						.... *Ray.*
WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 4-4805	CBS H-R Reps.	Humboldt J. Greig, p & gm Richard G. Fichtchorn, cm	Alan Lane, pd & nd Art Heim, pmm Joseph McCormack, ce	Sam Black, fd James D. Lindemuth, sd Priscilla Parker, wd	.... AP Ray.
WRAW 1922	1340 250	Reading Bcstg. Co., Inc. 19 N. 5th St. 7173	NBC, MBS Meeker	Clair R. McCollough, sta. exec. Frank J. Voss, gm	J. Robert Gulick, gen. slm. J. E. Mathiot, tech. d.		Wld. UP ....

RED LION

WGCB 1950	1440 1,000-D	John M. Norris Box 88 33471	Kennedy	John M. Norris, o & d, gm & asst. gm	Stanley L. Deppen, pd Vincent Freeman, slm	M. H. McDowell, ce	.... UP G

ROCHESTER

WRYO 1949	1050 250-D	Beaver Valley Radio Co. Cleveland Ave. 4660		Michael Baker Jr., o David R. Burkhart, g & cm	Lois M. Huey, pd, pmm & wd	Phillip R. Hurlbut, ce Charles Berecek, nd	Thes. UP WE

SAYRE

WATS 1950	1470 1,000-D	Thompson K. Cassel 110 N. Elmer Ave. Tally 0961	KBS	Thompson K. Cassel, o Shaun F. Murphy, sm Walter Knowles, cm	Richard Buzzerd, pd Stan Hinden, pmm & nd Benjamin A. Franklin, ce	Larry Monroe, fd Bill Lawson, sd	Thes, Wld. UP Ray.

SCRANTON

WARM 1940	1400 250 CP: 590 5,000 DA-2	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC Quaker Hollingbery	Martin F. Memolo, p William M. Dawson, gm Joseph H. Salsburg, pd	Mary Lynott, pmm Roswell J. Parker, ce Dave Griffiths, sd		.... UP
WGBI 1925	910 1,000-LS 500-N	Scranton Bcstrs., Inc. 1000 Wyoming Ave. 6296	CBS Blair	Mrs. M. E. Megargee, p George D. Coleman, g, c & pmm	Frank Monahgan, pd Kenneth R. Cooke, ce Robert E. McDowell, sm	Thomas Powell, nd Ralph White Jr., sd	Wld. AP GE
WGBI-FM *1949*	*Ch. 267 (B)* *101.3mc* *1.8kw*						.... WE
WQAN 1923	630 500-D	Scranton Times 149 Penn Ave. 5151	Bolling	Elizabeth R. Lynett, ptnr. Edward J. Lynett, ptnr. Cecil Woodland, g & cm	Robert R. Flanagan, pd John P. McGoldrick, ce William Cullen, nd	Jack Guinan, sd Margaret M. Mulrooney, wd	Assoc., SES., St. AP, UP ....
WQAN-FM *1948*	*Ch. 222 (B)* *92.3mc* *1.8kw*		*Rural Radio*				

PENNSYLVANIA—(Continued)

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SCRANTON	(Cont'd.)						
WSCR 1947	1320 1,000-LS 500-N DA-N	Lackawanna Valley Bcstg. Co. 116 Adams Ave. 5242	NBC Walker	David M. Baltimore, p & gm Barry Sherman, pd & sd	Willard Shimsky, ce Ted Foreman, nd	Jess Landenberger, fd Anne Culkin, wd	L-W AP Ray.
SHAMOKIN							
WISL 1948	1480 1,000 DA-N	Radio Anthracite, Inc. Rock & Sunbury Sts. 2650	MBS Quaker Forjoe	Henry W. Lark, p Charles R. Petrie, g, c & pmm	Richard Owen, pd & sd Bernard Marshall, ce	Dottie Ward, wd	Thes. AP RCA
SHARON							
WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnline Jr., p & gm Marc McCulloch, pd	Evelyn L. Keller, publ. d A. C. Heck, ce	Harold Smith, prod. d Johnny Pepe, sd	Assoc., Cap. Wld. UP WE
WPIC-FM *1947*	*Ch. 275 (B)* *102.9mc* *26kw*						.... *Fed.*
SOMERSET							
WVSC 1951	990 250-D	Somerset Bcstg. Co. Box 231 4186		T. H. Oppegard, g & cm	Ernest E. Mark, pd & sd	Carl R. Lee, ce & sm	St. UP G
STATE COLLEGE							
WMAJ 1945	1450 250	Centre Bcstrs., Inc. Box 888 4959	MBS	Richard J. Kennard, p Alethea M. Ulerich, gm Miriam Krebs, cm & wd	Milton J. Bergstein, m & sd John J. Pfeil, pd & nd	Douglas Beman, ce James M. Lias, fd	Wld. AP G
ST. MARY'S							
WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 2321	MBS	C. H. Simpson, ptnr. & gm K. E. Rennekamp, ptnr.	George A. Clark, cm John A. Fay, pd Fred R. Hutchison, pmm David Castlebury Jr., ce	G. A. Hoffman, d of pub. affairs Anson F. King, nd Arnold Kuhn, fd Herbert F. Martin, sd Bess A. Kallas, wd	St. AP G
STROUDSBURG							
WVPO 1948	840 250-D	Pocono Bcstg., Inc. 578 Main St. 1102	Radio Reps.	James H. Ottaway, p Elton Hall, sm	Joseph Webster, pd & nd Ernest Transue, ce	Joseph Whalen, sd	Assoc. UP Col.
SUNBURY							
WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325	ABC Quaker	Harry H. Haddon, p Homer R. Smith, gm W. Robert Trevitt, cm	Eleanor Mertz, office m Basse A. Beck, secy-treas. Michael J. Kane, pd & wd	Nelson Futch, pmm & nd John W. Keller Jr., ce	L-W AP Col.
WKOK-FM *1947*	*Ch. 231 (B)* *94.1mc* *4.4kw*						.... *RCA*
UNIONTOWN							
WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. 732 Fayette Title & Trust Bldg. 8-3900	CBS Meeker	Joseph C. Burwell, p & gm Harry C. Burwell, c & pmm	Charles Underwood, pd & nd Thomas J. Kikta, ce	Rex Carter, fd James Gismondi, sd Marion J. Rittenhouse, wd	SES. UP Col.

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There's New LIFE in SCRANTON

Ever Since WSCR...

Became The NBC Affiliate!

We're bringing to the vast market of 350,000 listeners in the Scranton area the favorite NBC Programs! Yes, more than 50% of all NBC Commercial Programs are already booked and aired here in Scranton since we joined America's No. 1 Radio Network! There's tremendous Sponsor interest in WSCR since we became a full-time station with 1,000 Watts Day and 500 Watts Night on 1320!

Call THE WALKER CO.

or

STATION WSCR — *DAVID M. BALTIMORE, Pres. & General Manager*
Phone 5242—116 Adams Ave., Scranton, Pa.

WARREN							
WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. First Nat'l. Bank Bldg. 3032		A. David Potter Jr., p & gm James W. Potter, cm	W. LeRoy Schneck, pd Homer M. Haines, ce	Charles Tranter, n & sd Ann Stewart, wd	Thes. AP Ray.
WRRN(FM) *1948*	*Ch. 222 (B)* *92.3mc* *2.2kw*	*(WNAE, AM Affiliate)*	*MBS*				.... G, Ray
WASHINGTON							
WJPA 1942	1450 250	Washington Bcstg. Co. Geo. Washington Hotel Bldg. 4870	MBS McGillvra	William S. Yard, p A. Boyd Siegel, gm	Peter Stanton, cm Mitchell Gray, pd & nd	H. E. Cooper, ce Jack Welch, sd	Wld. UP *G, Ray.*
WJPA-FM *1949*	*Ch. 282 (B)* *104.3mc* *6kw*						
WILKES-BARRE							
WBAX 1922	1240 250	John H. Stenger, Jr. 85 W. Union St. 3-0196	MBS Burn-Smith	John H. Stenger Jr., p & ce John H. Stenger III, gm	Ed Kuzma, pd Milan J. Krupa, asst. ce John C. Foster, nd	Jim Hutchison, fd Jones Evans, sd Sally Shortz, wd	Assoc. UP WE
WBRE 1924	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, o David M. Baltimore, gm A. C. Baltimore, cm	Franklin D. Coslett, pd & na Charles Sakoski, ce	Louis Savitt, mus. d Jim McCarthy, sd	Wld. AP RCA
WBRE-FM *1947*	*Ch. 253 (B)* *98.5mc* *2.2kw*						
WILK 1951	980 5,000-LS 1,000-N-DA-2	Wyoming Valley Bcstg Co. 88 N. Franklin St. 4-4666	ABC Quaker Avery-Knodel	Dr. Isaiah C. Morgan, p Roy E. Morgan, gm Thomas P. Shelburne, sm	Harry P. Butler, cm Harold Berg, pd Theodore S. French, ce	Chas. L. Whittier, n & sd James Hutchison, fd	L-W, Thes. UP WH
WILK-FM *1948*	*Ch. 241 (B)* *96.1mc* *3.1kw*						
WILLIAMSPORT							
WLYC 1951	1050 1,000-D	Lycoming Bcstg. Co. 331 Pine St. 2-4676		J. T. Keliher, p George Lewis, vp Victor C. Wise, secy-treas.	Joseph P. Keliher, d Richard W. Bower, g & pmm & nd John Spicer, cm	Vern Hester, pd Kenneth Calahan, ce Bill Deuel, sd Joan Krimm, wd	Thes. AP G
WLYC-FM *1949*	*Ch. 286 (B)* *105.1mc* *3.2kw*						.... *RCA*
WRAK 1930	1400 250	WRAK, Inc. 244 W. Fourth St. 2-6116	NBC McKinney	George E. Joy, gm J. Wright Mackey, cm Leon E. Kelly, pd	Everett Rubendall, pmm W. Van Person, treas. Glen Sherman, ce	Irving A. Berndt Jr., nd Grace Baier, wd	Assoc., L-W AP RCA
WRAK-FM *1948*	*Ch. 262 (B)* *100.3mc* *3.2kw*						
WWPA 1949	1340 250	Williamsport Radio Bcstg. Assoc. Inc. 330 Government Place 7119	CBS Burn-Smith	Harry J. W. Kiessling, p Woodrow W. Ott, gm J. David Fleming, cm	Louis C. Cate, pd & pmm Carl Steinbacher, ce Jerry Kreeger, nd	Will Moyle, f & mus. d Bill Gardner, sd Kay Sasso, wd	Wld. UP RCA

Wilkes
Barre's
Reliable
EarWay*

If You Want Coverage
That Counts . . .

. . . you want and need WBRE in this unusual 500,000 population market. Yes, other stations have more power . . . but WBRE has the programming power that produces profits for the advertiser.

A recent Conlan Audience Survey showed WBRE programs ranked FIRST. FIRST in the morning . . . FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.

* EARWAY . . . means listening power!

WBRE AM and FM NBC AFFILIATE **WILKES-BARRE, PA.**

PENNSYLVANIA—(Continued)

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YORK							
WNOW **1948**	1250 1,000-D	Broadcast Div., Helm Coal Co. 25 S. Duke St. 8-2911	LBS	Lowell W. Williams, gm John O. Border, cm H. E. Daugherty, pd	Edwin L. Jay, pmm & pub. rel. d Willis N. Weaver, ce Albert H. Gladding, nd	George Hack, fd Chuck Rawlinson, sd Jane Candy, wd	Assoc. AP RCA
WNOW-FM *1948*	*Ch. 289 (B)* *105.7mc* *13kw*						.... *Col.*
WORK 1932	1350 5,000-LS 1,000-N DA-N	York Bcstg. Co., Inc. 13 S. Beaver St. 6629	MBS, NBC Meeker	Clair R. McCollough, sta. exec. LeRoy K. Strine, gm	James R. Wilson, pd J. Robert Gulick, gen. slm	J. E. Mathiot, tech. d	Thes. UP ....
WRZE(FM) *1948*	*Ch. 253 (B)* *98.5mc* *8kw*	*White Rose Bcstg. Co.* *31 E. King St.* *82-873*	*Continental*	*Charles Gitt, p*	*Michael Rebert, vp & gm*	*Quinten G. Cumeralto, sm, pd & ce*	*Assoc.* *AP* *RCA*
WSBA 1942	910 1,000 DA-2	Susquehanna Bcstg. Co. R. D. 5 81308	ABC Quaker Radio Reps.	Louis J. Appell Jr., p Walter J. Rothensies, evp	Philip K. Eberly, c & pmm Otis Morse, pd & nd Llewellyn Jones, ce	Herman Stebbins, fd Fred Shaffer, sd Ethel Gray, wd	Wld. AP RCA
WSBA-FM *1942*	*Ch. 277 (B)* *103.3mc* *20kw*						

RHODE ISLAND

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			brary, News Transc. Li- Service Transmitter
NEWPORT							
WRJM 1948	1540 1,000-D	Aquidneck Bcstg. Corp. Newport 4673	Devney	Columbus O'Donnell, p Warren G. Clement, gm & pd	Henry N. Peterson Jr., cm	John Stewart, nd	Assoc., Wld. AP G
PAWTUCKET							
WPAW 1950	1380 500-D	Roger Williams Bcstg. Co., Inc. 34 N. Union St. 5-9000	KBS Colton	Dominick A. Hysko, p & treas. Allen Jones, secry., g & cm	Paul Garnett, pd Henrietta Brazeau, pmm & wd	Jim Bonney, ce Richard Alarie, nd Austin Joyce, sd	Mac. UP G
PROVIDENCE							
WDEM 1947	1290 500-D	Narragansett Bay Bcstg. Co. 1111 N. Main St. Jackson 1-6565	Nat'l. Time Sales	Louis A. R. Pieri, p John C. Martin, gm George P. Duffy, pmm	George Arabak, ce Sumner Pearl, nd	David Rosehill, sd Courtney Mitchell, wd	.... UP WE
WDEM-FM *1948*	*Ch. 299 (B)* *107.7mc* *20kw*						.... *GE*
WEAN 1922	790 5,000 DA-2	Thomas W. Lee Enterprises, Inc. Crown Hotel Temple 1-0800	MBS Yankee H-R Reps	William O' Neil, p Mowry Lowe, g & cm	Donald W. Morton, pd & pmm Harry H. Tilley, ce	Dexter MacMullen, nd Carolyn Wallace, wd	Assoc. AP WE
WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 144 Westminster St. Union 1-4211	Kettel-Carter Headley-Reed	Robert T. Engles, gm George Taylor, pd	Gus Parmet, slm & sd John E. Metts, bus. m	Carroll Philbrook, ce Bruce Williamson, nd	.... AP ....
WJAR 1922	920 5,000 DA-2	The Outlet Co. 176 Weybosset St. Gaspee 1-8521	NBC New England Weed	George O. Griffith, vp & treas. John J. Boyle, gm	M. Sothern Abbott, sls. & prog. m Thomas C. Prior, ce	Benjamin Boyden, nd Betty Gunning, wd	Wld. AP WE
WJAR-FM *1948*	*Ch. 238 (A)* *95.5mc* *14kw*						
WJAR-TV 1949		The Outlet Co. 176 Weybosset St.		(For full information see TELECASTING Yearbook)			
WPJB 1941	1420 5,000 DA-1	Providence Journal Co. 75 Fountain St. Dexter 1-0600	ABC Avery-Knodel	G. Pierce Metcalf, p H. William Koster, gm	Harmon H. Hyde, pd George W. Sharpe, ce	Harry V. McKenna, nd Sue Bailey Reid, fd	St., Wld. AP, UP WE
WPJB-FM *1948*	*Ch. 286 (B)* *105.1mc* *20kw*						.... *GE*
WPRO 1924	630 5,000 DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantation 1-9776	CBS New England Raymer	William S. Cherry Jr., p Arnold F. Schoen Jr., g & cm	John A. Owen Jr., pd	John V. Ferri, ce	L-W, Thes. AP, UP RCA
WPRO-FM *1948*	*Ch. 222 (B)* *92.3mc* *20kw*						.... *WE*
WRIB 1947	1220 1,000-D	R. I. Bcstg. Co. Narragansett Hotel Union 1-4512	LBS Forjoe	Frank Rao, p Nicholas Ruggieri, gm	Floyd Keesee, cm Don Rogers, pd	Fabian Hume, pmm Richard Buckley, ce	Assoc. .... GE
WESTERLY							
WERI 1949	1230 250	Radio Westerly, Inc. 34 Main St. 2263	KBS Colton Bannan	R. G. Moore, p Warren M. Greenwood, g & cm	Brud Warren, pd, pmm & nd Malcolm Larned, ce Lee S. Greenwood, treas.	Charles Davis, fd Vin Collie, sd Frances Aronson, wd	L-W UP Ray.
WOONSOCKET							
WWON 1946	1240 250	Woonsocket Bldg. Co. 99 Main St. 1240	MBS	Millicent S. Palmer, p Esther P. Hudson, treas.	Mitchell F. Stanley, sm		Wld. AP ....
WWON-FM *1949*	*Ch. 288 (A)* *105.5mc* *0.39kw*						

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* * *

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

* * *

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs —programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

* * *

more New Englanders listen to WPRO than any other Rhode Island station.

to reach the most buyers, BUY BASIC.. CBS ..WPRO AM & FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

SOUTH CAROLINA

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AIKEN							
WAKN 1951	990 1,000-D	Aiken Electronics Adv. Corp.		B. T. Whitmire, p Jack Younts, vp	J. P. Williamson, vp John Mare, secy-treas. & mgng. d	W. W. Primm, ce	.... AP G
ANDERSON							
WAIM 1935	1230 250	Wilton E. Hall 1 Martin St. 3800	CBS Palmetto Burn-Smith Clayton	Wilton E. Hall, o Glenn P. Warnock, gm G. Paul Browne, cm	R. Barath, pd V. Czapko, pmm H. B. Greene, ce	M. Gilliard, nd R. Stanfield, sd	Wld. INS WE
WCAC(FM) *1947*	*Ch. 266 (B)* *101.1mc* *41kw*	*(WAIM, AM Affiliate)*					
WANS 1949	1280 1,000 DA-N	Carolina Bcstrs., Inc. P. O. Box 211 3262	MBS Devney	C. R. Johnson Sr., p, treas. & gm Richard Warner, slm	Carroll Lee, pd & pmm Al Pratt, ce Bob Fant, sls. rep.	Harry Carroll, nd Bob Liverance, fd Joe Lipton, sd Jo Callaham, wd	St. UP WE
BENNETTSVILLE							
WBSC 1947	1550 10,000-LS 5,000-N DA-N	Bennettsville Bcstg. Co. P. O. Box 639 1080	MBS McGillvra	John W. Orvin, p Malcolm A. Young, gm	James M. Wiggins, cm Ervin T. Melton Jr., pd & nd	Marquerite Creech, pmm John S. Gronert, ce Charles Sligh, sd	.... AP G
CAMDEN							
WACA 1948	1590 1,000-D	Camden Bcstg. Corp. Camden 80	Clayton	H. S. Bowden, p Tom Richards, g & cm	Chuck Ballard, pd, n & fd (Mrs.) Inez Kilby, pmm	T. F. Richardson, ce Betty Chichester, wd	Cap. UP ....
CHARLESTON							
WCSC 1930	1390 5,000 DA-N	WCSC, Inc. Francis Marion Hotel 7611	CBS Free & Peters	John M. Rivers, p Roland Weeks, cm Russell Long, prog. m	Bill Ellis, pmm Wilbur Albee, ce Robert Truere, nd	Robert Tamblyn, fd George Norwig, sd Sandra Lyon, wd	Wld. UP WH
WCSC-FM *1948*	*Ch. 245 (B)* *96.9mc* *36kw*						.... *REL.*
WHAN 1947	1340 250	Charleston Bcstg. Co. Box 183 3-1643	ABC Burn-Smith	S. Lewis Johnson, p Traynor Ferillo, act. m & pd	William P. Birchfield, ce Ray Thomas, sd	Hilda Edwards, wd	L-W UP RCA
WPAL 1947	730 1,000-D	George G. Weiss 149 Wentworth St. 3-6428	Pearson Clayton	Laurens P. Moore, gm	Bob Chrystle, cm		
WTMA 1939	1250 5,000-LS 1,000-N DA-N	Atlantic Coast Bcstg. Co. Box 297 2-2961	NBC Blair	Edward Manigault, p Douglass M. Bradham, gm	Grange S. Cuthbert Jr., cm Vernon M. Bushong, pd	Kay Martin, pmm U. Gordon Knight, ce Alicia Rhett, wd	Assoc. AP WH
WTMA-FM *1947*	*Ch. 236 (B)* *95.1mc* *49kw*						
WUSN 1948	1450 250	Southern Bcstg. Co. Inc. P. O. Box 154 2-2652	MBS Radio Reps.	J. Drayton Hasite. g & cm			
CHESTER							
WGCD 1948	1490 250	Craig Bcstg. Co. 128 Main St. 1171	MBS McGillvra	A. B. Craig, p Morgan J. Craig, vp	Arthur Cornwall, gm, pd & nd David Phillips, cm	J. L. Kennedy, pmm & sd Vernon Cameron, ce Fred Stewart, fd	.... AP GE
COLUMBIA							
WCOS 1939	1400 250	Radio Columbia Inc. 1202 Main St. 2-5601	ABC, LBS Headley-Reed	E. D. Black, p James W. Hicks, gm Law Epps, cm	Stewart Spencer, pd John Ropp, pmm Roby D. Lambert Jr., ce	Arthur Tate, nd J. Wayne Poucher, sd Barbara Allen, wd	Wld. AP RCA
WCOS-FM *1951*	*Ch. 250 (B)* *97.9mc* *5.3kw*						
WIS 1930	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 3-6431	NBC Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, vp & gm J. Dudley Saumenig, mgng. d	Miller Montgomery, loc. slm Frank Harden, pd Steve Libby, pmm Herbert G. Eidson Jr., ce	Addison P. Penfield, nd Adrian Munzell, fd Hub Terry, sd Kay Collins, wd	St., Thes. UP WE
WIS-FM *1948*	*Ch. 233 (B)* *94.5mc* *1.3kw*						
WMSC 1945	1320 1,000 DA-N	Marseco Bcstg. Corp. 1127 Lady St. 28659	CBS H-R Reps.	C. Wallace Martin, p & gm Grenville Seibels, pd & nd	Frances Tuttle, pmm John C. Cosby, ce	Ed Osborne, sd Ruth Gottlieb, wd	Assoc., L-W UP Col.
WNOK 1947	1230 250	Palmetto Radio Corp. Hotel Jefferson 3-9401	MBS Forjoe	H. Moody McElveen, gm W. C. Bochman, cm	Martha Mathews, pmm Donald Willoughby, ce	Pat Fitzgerald, nd Andy Gary, sd	.... AP RCA
CONWAY							
WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 497 340	MBS McGillvra				
DILLON							
WDSC 1948	800 1,000-D	Border Bcstg. Co. Highway 301 470	MBS	L. B. Hyman, p Joseph Martin, gm Alelaide Monroe, cm	Jim Murff, pd & sd Lee Lumpkin, pmm & nd Chris. Stromberg, ce	Al. Mozley, office m Ella Rauch, traffic d Pete Poteate, fd	Thes. UP G
WDSC-FM *1951*	*Ch. 226 (B)* *92.9mc* *8.8kw*						.... *RCA*
EASLEY							
WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. Box 522 9388	KBS	J. Lake Williams, p Joel N. Hinton, vp Robert O. Moran, gm	Cleatus Brazzell, cm William D. Grove, pd	Ben A. Jones Jr., ce Sue Shaw, wd	Cap. UP ....

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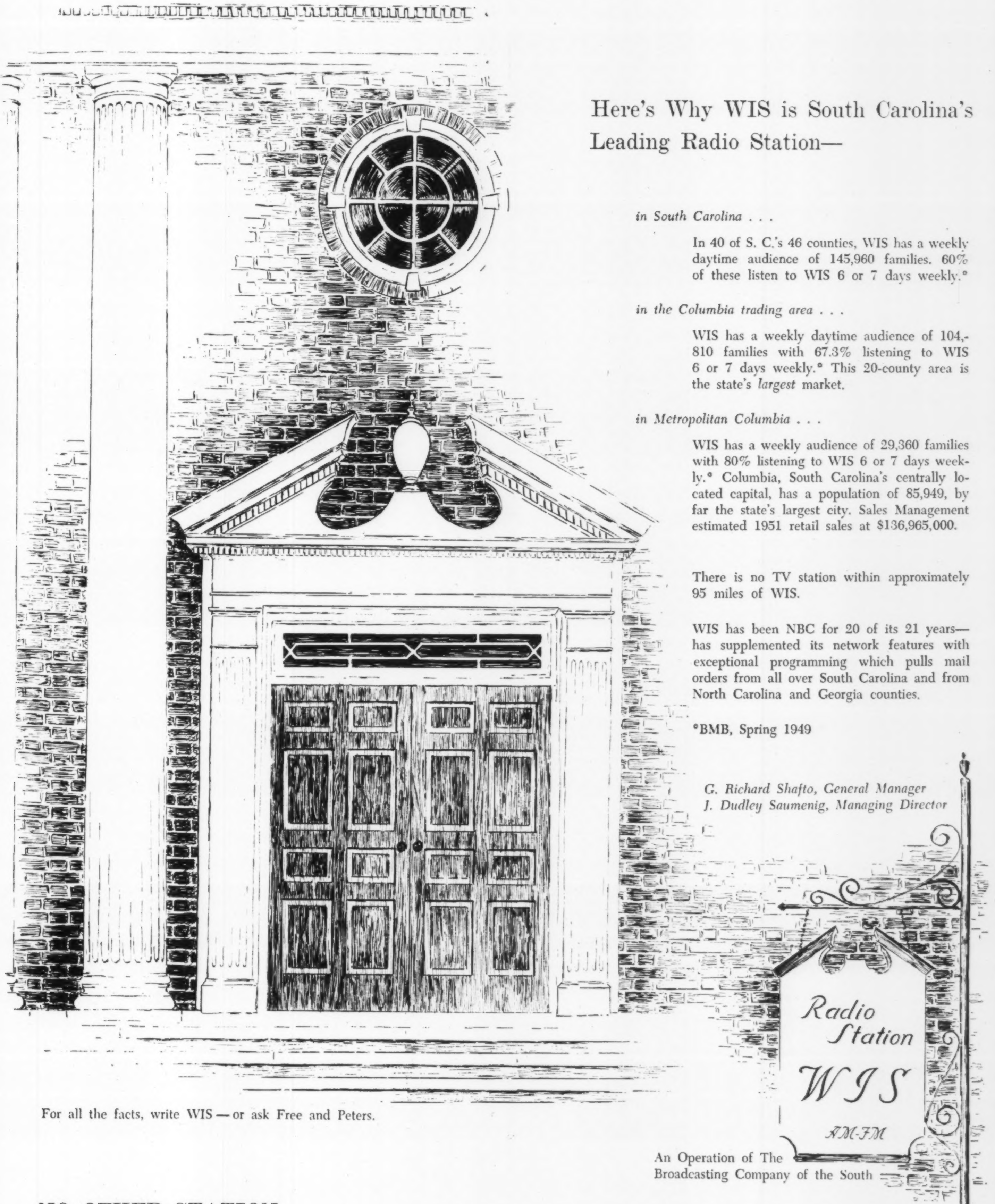

Here's Why WIS is South Carolina's Leading Radio Station—

in South Carolina . . .

In 40 of S. C.'s 46 counties, WIS has a weekly daytime audience of 145,960 families. 60% of these listen to WIS 6 or 7 days weekly.*

in the Columbia trading area . . .

WIS has a weekly daytime audience of 104,810 families with 67.3% listening to WIS 6 or 7 days weekly.* This 20-county area is the state's *largest* market.

in Metropolitan Columbia . . .

WIS has a weekly audience of 29,360 families with 80% listening to WIS 6 or 7 days weekly.* Columbia, South Carolina's centrally located capital, has a population of 85,949, by far the state's largest city. Sales Management estimated 1951 retail sales at $136,965,000.

There is no TV station within approximately 95 miles of WIS.

WIS has been NBC for 20 of its 21 years—has supplemented its network features with exceptional programming which pulls mail orders from all over South Carolina and from North Carolina and Georgia counties.

*BMB, Spring 1949

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

For all the facts, write WIS — or ask Free and Peters.

An Operation of The
Broadcasting Company of the South

NO OTHER STATION
SERVES SOUTH CAROLINA LIKE THIS!

Serving South Carolina from COLUMBIA, S. C.
560 KC — 5000 W

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
FLORENCE							
WJMX 1951	970 5,000-LS 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351	ABC Palmetto Walker	Eugene E. Stone, p Paul H. Benson Jr., g & cm	Sam I. Latimer Jr., pd & nd Frank A. Jenne, ce	Bob Forbes, fd Dave Rogers, sd Marquerite Eaton, wd	Cap., Wld AP WH
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 3271	KBS, LBS	Melvin Purvis, p & gm A. P. Skinner, asst. m & cm	Jim Putnam, pd & pmm	W. A. Pritchett, asst. m & ce	.... UP ....
GAFFNEY							
WFGN 1948	1570 250-D	Cherokee Radio Co., Inc P. O. Box 759 4795		A. Ray Godshall, p Morton E. Green, gm & nd (Mrs.) Velva Wilder, cm	(Mrs.) Evelyn Parrott, pd & wd (Mrs.) Virginia Gertz, pmm	Albert Katool, ce Fred Albert, fd Bill Gibbons, sd	L-W UP Ray.
GEORGETOWN							
WGTN 1949	1400 250	Georgetown Bcstg. Co., Inc. 216 S. Fraser St. 621	MBS Cooke	Dr. John T. Assey, p	J. B. Delzell, gm	Allen B. Wester, sd	.... Ray.
GREENVILLE							
WAKE 1950	1490 250	Piedmont Bcstg. Co., Inc. 400 Mayberry St. 5-7406	CBS, MBS Taylor	V. D. Ramseur, p J. S. Ayers, gm Edward L. Martin, cm	Robert W. Edwards, pd & pmm H. A. Morris, ce	Wayne Davis, n & fd Jerry Mosteller, sd Lidia L. Walters, wd	.... INS G
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	LBS Walker Keller	Mrs. Scott Russell, p W. Ennis Bray, gm Gordon R. Anderson, sls. d	David A. Moss, pd Evalena Briers, pmm & wd F. B. Bailey, ce	J. Davenport, traffic d Jack Strong, nd Jimmy Simpson, fd W. A. Mullinax, sd	L-W AP Ray.
WESC-FM *1947*	*Ch. 223 (B)* *92.5mc* *12.5kw*						.... *G*
WFBC 1933	1330 5,000 DA-N	News-Piedmont Co. Poinsett Hotel 2-7616	NBC Avery-Knodel	Roger C. Peace, p B. T. Whitmire, gm R. Q. Glass Jr., cm	Newton S. Smyth, pd & fd Paul H. Chapman, pmm W. E. Garrison, ce	Norvin C. Duncan, nd Verner F. Tate, sd Alice Wyman, wd	Thes. UP WH
WFBC-FM *1948*	*Ch. 229 (B)* *93.7mc* *8.7kw*						
WMRC 1940	1440 5,000 DA-2	Textile Bcstg. Co. P. O. Box 1499 3-2751	ABC Weed	R. A. Jolley, p & m J. E. Jolley, secy-treas. Ken Wilson, c & pmm	Bill Arrington, pd George Tate, ce Claude Freeman, nd	Paul Fisher, fd Bob Shelley, sd Audrey Hunt, wd	Wld. AP Col.
WMRC-FM *1947*	*Ch. 235 (B)* *94.9mc* *3.9kw*						.... *Fed.*
WMUU 1947	1260 1,000-D	Bob Jones U. Greenville 26711		Dr. Bob Jones Jr., p R. K. Johnson, gm Jim Ryerson, sm & fd	Marvin Steffins, cm Robert J. Vrzal, asst. sm Don C. Smith, ce	Elmer Rumminger, nd Glen Schunk, sd Julia Boyajian, wd	Assoc., SES. INS Col.
GREENWOOD							
WCRS 1941	1450 250	Grenco, Inc. P. O. Box 868 4300	NBC Clark	Douglas Featherstone, p Dan Croslanl, gm & nd Ralph Norman, cm	Randall Davidson, pd & sd Charles Sparks, ce	(Mrs.) Betty McDonald, pmm & wd	L-W, St. AP RCA
WCRS-FM *1948*	*Ch. 239 (B)* *95.7mc* *8.6kw*						.... *WH*
GREER							
WEAB 1949	800 250-D	Greer Bcstg. Co. Box 151 1057	KBS	E. A. Burch, ptnr. & gm W. R. Frier, ptnr. Chester Munson, cm	Vernon Fox, pd & nd Joe Cole, ce & sd Perry Childers, fd & asst. ce	Betty Beers, wd & office m	L-W UP G
HARTSVILLE							
WHSC 1951	1450 250	Hartsville Bcstg. Co., Inc. 1306 College Ave. 654	MBS KBS	Charles H. Campbell, p Raymond Caddell, gm & nd	Gerald Quick, cm & sd Ernest Stokes, pd & fd	Donald A. Brienen, ce	Cap. AP Ray.
KINGSTREE							
WDKD 1949	1300 1,000-D	Palmetto Bcstg. Co. Kingstree 6761		E. G. Robinson Jr., ptnr., g & cm	M. L. Few, ptnr. D. H. I. Owens, ce	Tilla J. Robinson, wd	L-W, Wld. AP ....
LANCASTER							
WLCM 1951	1360 1,000-D	Arthur Wilson Davis 103 S. Catawba St.					
LAURENS							
WLBG 1945	860 250-D	WLBG Inc. Greenville Highway 2-2331	KBS Palmetto	James C. Todd, p Bob Ross Smith, g, c & pmm & nd	Herb Widmark, pd Jack H. Taylor, ce Murel Alphis Ashley, fd	Richard Todd, sd Betty Barter, wd	SES., Wld. UP Ray.
MULLINS							
WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. P. O. Box 41 3901	KBS, LBS	William G. Smith, p W. L. Harrelson, vp	James F. Ramsey, g & cm & sd	Robert Allen, pd & pmm George Magera, ce	L-W UP Ray.
MYRTLE BEACH							
WMRA 1948	1450 250	Elizabeth Evans Ocean Forest Hotel 5061	LBS	Elizabeth Evans, p & gm S. W. Monroe, c & pmm	Gaines Gough, pd W. C. Evans, ce	Tom Lee, fd Betty Dale, wd	.... G
NEWBERRY							
WKDK 1946	1240 250	Newberry Bcstg. Co., Inc. 10 Radio Drive 143	MBS, KBS Palmetto	John F. Clarkson, p James F. Coggins, gm & sd	Emory Bedenbaugh, cm Marcia Coggins, pd & wd	Charles Bowers, pmm, n & fd Ray Gilliam, ce	Wld. AP Ray.

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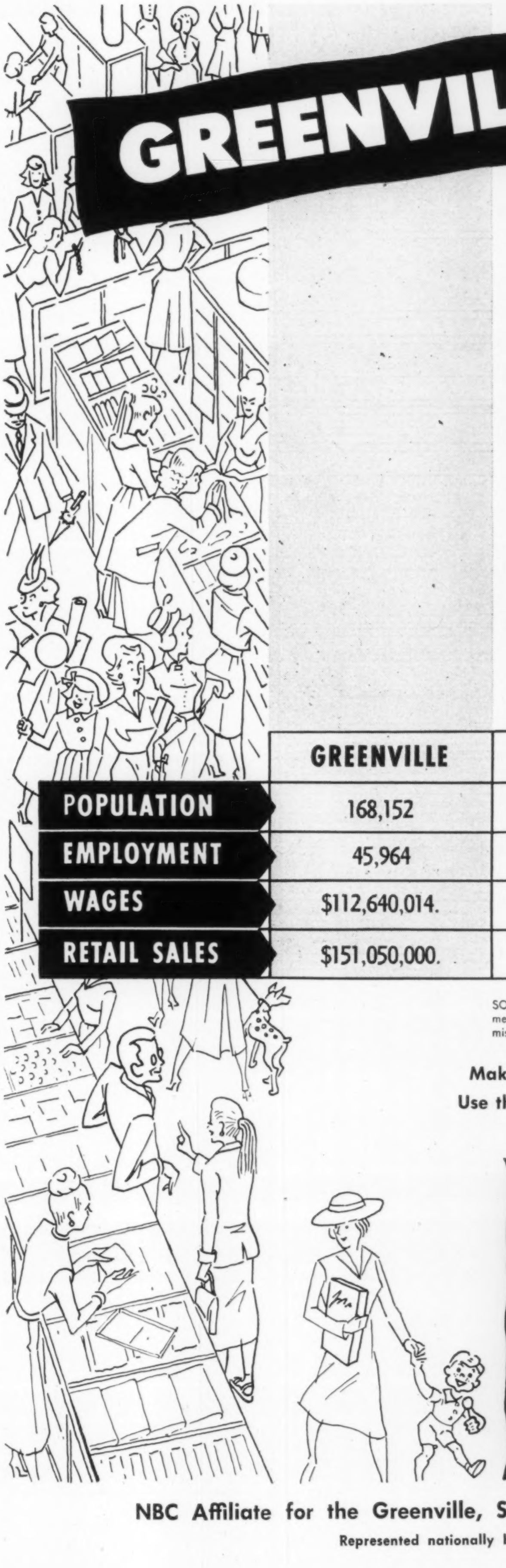
GREENVILLE

Largest Metropolitan Area in South Carolina



Greenville, listed for the first time by the U. S. Census in 1950 as a "Standard Metropolitan Area," ranks 103rd in the nation and FIRST in South Carolina. Greenville leads in the four important classifications listed below, and in many others, including Automotive Registration, Family Income, Building Permits, and Value of Manufactured Products.

This market can best be reached by the use of radio station WFBC, which leads in circulation (104,342 homes) and listenership (every weekly survey to date).

	GREENVILLE	COLUMBIA	CHARLESTON
POPULATION	168,152	142,565	164,856
EMPLOYMENT	45,964	26,634	23,217
WAGES	$112,640,014.	$62,217,401.	$48,677,862.
RETAIL SALES	$151,050,000.	$136,965,000.	$125,097,000.

SOURCES: (1) Population: U. S. Census, 1950. (2) Employment: S. C. Employment Security Commission, 1950. (3) Wages: S. C. Employment Security Commission, 1950. (4) Retail Sales: Sales Management 1951 Survey.

Make Greenville YOUR top market in South Carolina
Use the Number 1 station in the state's Number 1 market

WFBC

5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

NBC Affiliate for the Greenville, Spartanburg, and Anderson Markets

Represented nationally by AVERY-KNODEL, Inc.

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
ORANGEBURG							
WRNO 1946	1450 250	WRNO, Inc. Orangeburg 1420		C. S. Henerey, p Frank B. Best, gm	Norman M. Matthews, cm & sd Frank B. Best Jr., pd	Gus Browning, ce Betty Hydrick, wd	.... AP RCA
WTND 1948	1270 1,000-D	WTND Inc. 1 Memorial Plaza 1600	LBS Clark	J. I. Sims, p & gm L. Richard Rhame, pd	I. P. Herrington, co-ce	Larry Stiles, co-ce	Assoc., Wld. UP RCA
ROCK HILL							
WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Nat'l. Bank Bldg. 2085	MBS McGillvra	James S. Beaty Jr., ptnr., gm & ce William C. Beaty, ptnr., sm & pd	Harper S. Gault, ptnr., cm & nd	John C. Greene, loc. slm Cuyler P. Fields, pdm.	Wld. AP RCA
WRHI-FM *1949*	*Ch. 248 (B)* *97.5mc* *9.4kw*						.... *GE*
WTYC 1948	1150 1,000-D	Tri-County Bcstg. Co., Inc. Robert Marshall Hotel 3175	LBS Palmetto Continental	W. G. Reid, p G. P. Cobb, gm	C. L. Stevens, cm Bill Curry, pd	Tom Byrd, ce	Cap. UP G
SENECA							
WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co., Inc. Seneca 8234	KBS, LBS Palmetto Continental	J. A. Gallimore, p, g & pmm & nd Fred Shealy, cm	Virginia F. Gallimore, pd & wd	Herbert Hosea, ce Charlie Boyd, sd	L-W, SES. UP G
SPARTANBURG							
WORD 1940	910 1,000 DA-2	Spartan Radiocasting Co. 291 E Main St. 3-2711	ABC Hollingbery	Walter J. Brown, p John W. Kirkpatrick, gm John C. Carrington, cm	Sterling W. Wright, prog. & pmm Clyde J. Burdette, ce Dick Sanders, nd	Ottis Layton, fd Charlie Newcomb, sd Dorothy Friend, wd	Thes. AP G
WDXY(FM) *1948*	*Ch. 263 (B)* *100.5mc* *9.2kw*	(WORD, AM Affiliate)					.... WH
WSPA 1929	950 5,000 DA-N	The Bcstg. Co. of the South 224 E. Main St. 3-3621	CBS Blair	Roger A. Shaffer, mgng. d Guy Vaughan Jr., cm Ed McGrath, pd & sd	Tom J. Fleming, pmm & nd Harold Beckholt, ce	Cliff Gray, fd Jane Dalton, wd	St. UP WE
WSPA-FM *1946*	*Ch. 255 (B)* *98.9mc* *4.85kw*						.... *GE*
SUMTER							
WFIG 1940	1340 250	Radio Station WFIG, Inc. Radio Center Bldg. 1340	MBS McGillvra	Fulton B. Creech (Controlling Stockholder) T. Doug Youngblood, gm	Fulton B. Creech Jr., cm James Marlowe, pd Michael Karvelas, pmm James L. Williams, ce	John Sherman, nd T. O. Bowen, fd Monty Jordan, wd	L-W, Wld. UP RCA
UNION							
WBCU 1949	1460 1,000 DA-N	Union-Carolina Bcstg. Co. 210 E. Main St. 1200	MBS Palmetto Continental	E. H. Hughes, p & gm Bill Stribling, cm & fd	Marilyn F. Scruggs, pd, pmm & wd Thomas W. Weathers, ce	Harry Doggette, nd Dick McCoy, sd	Thes. UP RCA
WALTERBORO							
WALD 1947	1490 250	Walterboro Bcstg. Co. Box 12 3861	MBS Palmetto	R. M. Jefferies, p Louis M. Neale Jr., gm	Howard Wilson, cm Louis Long, pd	Ralph Keogh, ce & nd Hugh Ward Jr., sd	.... AP Ray.

SOUTH DAKOTA

ABERDEEN							
KABR (CP)	1220 250-D	Aberdeen Broadcast Service Route #2, Box 173 2534		Delbert T. Hunt, p, gm & ce	Scott Stearns, nd	Virginia M. Hunt, wd	St. UP Col.
KSDN 1948	930 1,000 DA-1	Aberdeen News Co. 12 3rd Ave., S.E. 4573	MBS Weed	Henry J. Schmitt, p Byron McElligott, gm Russa Osborne, cm	E. C. Pieplow, pd George Crocker, ce Bob Allard, nd	Russ Kruse, fd Helen Holgate, wd	Wld. AP WE
DEADWOOD							
KDSJ 1947	980 1,000 DA-N	Heart of The Black Hills Station Box 462 186	MBS, KBS	John Daniels, ptnr. Eli Daniels, ptnr., gm & ce	Harry Daniels, ptnr. & cm Bill Plunkett, pd	Hugh Williams, nd Paul Steitzer, wd	.... UP ....
HURON							
KIJV 1947	1340 250	James Valley Bcstg. Co., Inc. 32 2d St., S.E. 765	Lawson	Max F. Staley, m	Dwight Coursex, cm		Thes. ....
MITCHELL							
KORN 1947	1490 250	Mitchell Bcstg. Assoc. 217 N. Main St. 621	MBS	Ray Eppel, p, gm & pd B. H. Ohde, cm & pmm	Francis Kelley, ce Robert Wood, n & sd	Glen Ritterbusch, fd	L-W UP WE
PIERRE							
KGFX 1916	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 2351	KBS Continental	Ida A. McNeil, o & d g & cm, pd & pmm, nd	Selwyn Ronning, ce		.... UP RCA
RAPID CITY							
KOTA 1936	1380 5,000 DA-N	Black Hills Broadcast Co. 1815 W. St. Joe St. 2000	CBS Headley-Reed	Robert J. Dean, p Abner H. George, g & cm, & pd	Ellen McDonald, pmm & wd A. E. Griffiths, ce	Norm Heffron, nd Ed Denslow, fd Harley Hanson, sd	Assoc., Cap., Wld. UP RCA
KOZY(FM) *1949*	*Ch. 234 (B)* *94.7mc* *25kw*	(KOTA, AM Affiliate)					
KRSD (CP)	1340 250	Heart of The Black Hills Station c/o KDSJ, Deadwood, S. Dak.		John Daniels, ptnr.	Eli Daniels, ptnr. & gm	Harry Daniels, ptnr.	.... UP G
*WCAT 1922	1230 100-D	School of Mines and Technology 500 E. Saint Joseph St. 1603		Ralph G. Johnson, sm			

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XUM

COVERAGE
Sure... We've Got It
BUT...
Like the Gamecock's Spurs... It's the
PENETRATION
WSPA
Has

In This Prosperous Carolina Piedmont (Spartanburg-Greenville) Area That Makes This Station Your Most Potent Mass Salesman!

★

BMB Report No. 2 Shows WSPA With The Largest Audience Of Any Station In The Area! 112,010 Daytime Total Weekly Audience Families!

And, what an area!...populous...wealthy... willing to buy! Just compare these figures:

Population	1,184,600*
Net Effective Buying Power	$869,896,000*
Retail Sales	$717,923,000*

Look at these, too! Twenty-Eight counties which constitute WSPA's daytime market . . .

General Merchandise Sales	$47,807,000*
Food Sales	$86,614,000*
Drug Sales	$17,722,000*
Furniture, Household and Radio Sales	$52,028,000*
Gross Farm Income	$102,301,000*

*SM 1951 Survey of Buying Power

GIVE YOUR SALES A POTENT PERMANENT HYPO
AIR YOUR WARES OVER

WSPA.
SOUTH CAROLINA'S OLDEST STATION
SPARTANBURG, S. C.

Represented By:
John Blair & Co.
Harry E. Cummings
Southeastern Representative
Roger A. Shaffer
Managing Director
Guy Vaughan, Jr., *Sales Manager*

CBS Station For The Spartanburg-Greenville Market
5,000 Watts -- 950 On Your Dial

SOUTH DAKOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SIOUX FALLS							
KELO 1937	1320 5,000 DA-N	Midcontinent Bcstg. Co. 8th & Phillips Ave. 4-5841	NBC Pearson	S. Fantle Jr., p & gm Evans A. Nord, cm James Burt, pd & sd	Darlene Nesby, pmm Lester C. Froke, ce Dean Montgomery, nd	Les Harding, fd Marie Horten, wd	Capt., St. UP RCA
KIHO 1948	1270 1,000-DA-1	Big Sioux Bcstg. Co. 218 S. Main Ave. 912	Raymer	David J. Kempkes, gm	Richard C. Morenus, cm	Fred Schweikher, pd	Wld. UP ....
KISD 1948	1230 250	KISD, Inc. 311 S. Phillips Ave. 4-5571	LBS	H. R. Alton, p Verl Thomson, gm & pd	Jack Ramsell, cm Bud Bird, n & sd	Don Engle, fd Lois Moore, wd	L-W AP RCA
KSOO 1926	1140 10,000-LS 5,000-N DA-N	Sioux Falls Broadcast Assn. Inc. 317½ S. Phillips Ave. 4-7545	ABC Avery-Knodel	Morton Henkin, p George R. Hahn, vp & gm George (Bill) Rohn, sm & sd	Rollie R. Williams, cm Murray Stewart, pd Max Pierce, ce	Orrin Melton, nd E. C. (Red) Stangland, fd Bee Baxter, wd	Thes. AP RCA
VERMILLION							
*KUSD 1922	920 500 ST-KFNF (CP) 690 1,000-D DA	U. of South Dakota Union Bldg. 601J		I. D. Weeks, p Keith J. Nighbert, gm Richard Thompson, pd	James Prusha, ce Fred Masek, nd	Jack Hunt, sd Allis Rice, wd	.... AP ....
WATERTOWN							
KWAT 1926	950 1,000 DA-N	Midland Nat'l Life Ins. Co. 5 West Kemp 777	LBS Walker	Ross E. Case, gm Morris Wiscott, cm John Birdsell, pd	Warren McCormick, pmm Francis Alwin, ce Walt Martel, nd	Jim Wood, fd Kenny Glaze, sd Audry McCollum, wd	St. UP ....
YANKTON							
WNAX 1926	570 5,000 DA-N	Cowles Bcstg. Co. WNAX Bldg. 442	CBS Katz	Gardner Cowles, p Robert R. Tincher, gm Don Sullivan, cm Herb Howard, pd	Dick Harris, pmm Clifton M. Todd, ce Art Smith, nd	Chris Mack, fd Les Davis, sd Wynn Speece, wd	Cap. AP, UP GE

TENNESSEE

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executives			Transc. Library, News Service Transmitter
ATHENS							
WLAR 1946	1450 250	Athens Bcstg. Co. Athens 1450	MBS, KBS	Lowell F. Arterburn, p Buell J. Charles, g & cm	John G. Redwine, pd Leonard Dawson, pmm	J. W. Turner, ce	Cap. UP WE
BRISTOL							
WOPI 1929	1490 250	Radiophone Bcstg. Station WOPI, Inc. 310 State St. South 3730	NBC Tennessee Burn-Smith	W. A. Wilson, p & gm Jimmy C. Wilson, cm & fd	Harold Henley, pd & nd Harry Curran, sd	Judy Weston, wd	Cap., L-W AP RCA
WOPI-FM *1946*	*Ch. 245 (B)* *96.9mc* *18.5kw*						
CHATTANOOGA							
WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Hotel Patten 7-1128	MBS Rambeau	Vann Campbell, gm Roy Morris, pd	George McMurtrie, ce Al Thomas, nd	Harry Thornton, sd Chris Conrad, wd	L-W AP Col.
WAPO 1936	1150 5,000-LS 1,000-N DA-N	WAPO Bcstg. Service Read House 6-6141	NBC Headley-Reed	R. G. Patterson, gm Helen Patterson, c & pmm Frances Harley, pd	B. B. Barnes, ce Bernard Brown, nd	J. D. Cliett, fd Lee Jackson, sd	.... AP ....
WDEF 1941	1370 5,000-LS 1,000-N DA	WDEF Bcstg. Co. 420 Volunteer Bldg. 6-5664	ABC Branham	Carter M. Parham, p Ken Flenniken, g & cm	Morris Quave, pd B. C. Baker, ce	Paul Wann, nd Gus Chamberlain, sd	Cap. UP RCA
WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l. Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, co-o, p & gm Norman A. Thomas, co-o & vp	B. J. Bush, cm Charlie Gullickson, pd Gene Allen Carr, pmm W. Roy Owens, ce	Bob Bosworth, nd Steve Conrad, sd Drue Smith, wd	St., Wld. UP Fed.
WDOD-FM *1949*	*Ch. 243 (B)* *96.5mc* *42kw*						.... *GE*
WDXB 1948	1490 250	WDXB, Inc. 539 Vine St. 6-1114	Forjoe	Joseph Bloom, p David E. Cohen, vp	Chas. W. Trippe, gm Tom Nobles, pd & sd	Lela Gaddis, pmm Byron Fincher, ce	SES. AP Ray.
WMFS 1951	1260 1,000-D	Lookout Bcstg. Co. 215 W. Ninth St. 53127	McGillvra	Wm. F. Stone, mgng. ptnr. & gm	D. Wert Campbell, cm Larry McKinley, pd	Glenn Channells, ce Gloria Calloway, wd	
CLARKSVILLE							
WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 6414	MBS, KBS	E. T. Campbell, p & gm Parry Sheftall, cm	Clay Cline Jr., pd, pmm, n, f, & wd	John Bailey, ce Earl Walton, sd	Cap. AP RCA
CLEVELAND							
WBAC 1945	1340 250	Robert W. Rounsaville Central Ave. 62	MBS	Robert W. Rounsaville, p Thad Fitch, sm	Edith Lasater, cm & wd Bill Stone, pd & nd	W. D. Stewart, ce Mike Dodd, sd	.... UP RCA
COLUMBIA							
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co., Inc. P. O. Box 71 1340	MBS, KBS	R. M. McKay Jr., p, g & cm Al Knott, pd	Mel Dugger, pmm Cameron H. McKay, ce Bill Frasher, n & fd	Joe Cutter, sd Lil Holliday, wd	Cap. AP RCA
COOKEVILLE							
WHUB 1940	1400 250	WHUB, Inc. 315 E. Spring St. 789	CBS, KBS Continental	M. L. Medley, gm	Joe C. Medley, sta. d		L-W UP ....
DYERSBURG							
WDSG 1946	1450 250	State Gazette Bcstg. Co. Box 58 77	MBS, KBS Mid-South	Russell M. D. Bruce, p A. L. Ward, secy-treas.	Frank Armstrong, gm & fd Pierce Laton, cm	Bill Ward, pd Dave Ross, ce Dick Hucknba, nd	.... AP RCA

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ELIZABETHTON							
WBEJ 1946	1240 250	Robert W. Rounsaville & George M. Clark Elk Ave. 2-1241	MBS	Robert W. Rounsaville, p Frazier Cochran, sm James Cox, cm	William A. Selley Jr., pd & nd M. C. Bowers Jr., ce	Terry Sams, sd Ruth Ritchie, wd	.... UP Ray.
FAYETTEVILLE							
WEKR 1948	1240 250	Fayetteville Bcstg. Co. Box 625 1240	MBS, KBS	John R. Crowder Sr., ptnr. James Porter Clark, ptnr. & sd	James W. Tate, sm Teddy Barnes, cm Glenn Slayton, pd	Ernest Tucker, ce Jerry B. Barnes, wd	.... AP Ray.
GALLATIN							
WHIN 1948	1010 1,000-D	Sunner County Bcstg. Co. Gallatin 1010		A. B. Perkins, p	J. B. Thomas Jr., gm	Charles Brewer, cm	Cap. UP WE
GREENEVILLE							
WGRV 1946	1340 250	Radio Greeneville, Inc. Radio Bldg. 797	MBS	Paul O. Metcalfe, p & gm Hugh Pickel, cm	Tom Lyons, pd, pmm, n, f & sd	Laile Hampton, ce Florence Lee Rush, wd	Cap. UP Ray.
HARRIMAN							
WHBT 1947	1230 250	Harriman Bcstg. Co. Devonia at Crescent St. 850	MBS, KBS Continental	F. L. Crowder, o & m Hugh Patton, cm	Carl Williams, pd & nd Fred Davis, pmm & sd	Gene Davidson, ce	SES. UP G
HUMBOLDT							
WIRJ 1949	740 250-D	Gibson County Bcstg. Co. 210 N. 22nd. Ave. 740	KBS Mid-South	J. Frank Warmath, o & p Howard E. Byrum, gm	Thomas S. Armistead, cm	Irie Brown, ce	L-W UP Col.
JACKSON							
WDXI 1948	1310 5,000-LS 1,000-N DA-N	Dixie Bcstg. Co. Williams Bldg. 7-9611	MBS Dixie Burn-Smith	Aaron B. Robinson, p W. H. Winsett, gm Jack Cecil, cm	Jim Hoppers, pd Jack Murphy, pmm James S. Thomas, ce	Frank Melton, nd Tom Williams, fd Jay Black, sd	Cap. UP Ray.
WPLI 1949	1490 250	George Arthur Smith First Nat'l. Bank Bldg. 7-8541	LBS McGillvra	George A. Smith, o Charles J. Wingate, gm & sd	Leonard C. Feilding, cm Charles McMillian, pd David B. Jordan, ce	Al West, nd Geraldine Foster, wd	Cap. UP Col.
WTJS 1931	1390 1,000 DA-N	Sun Pub. Co. 104 E. Baltimore St. 7-3316	ABC Mid-South Branham	A. A. Stone, vp & gm Frank S. Proctor, m Leslie R. Brooks Jr., asst. m	Sam D. Lollar, studio n & fd Robert M. Gordon, ce	Doris Atterbury, pmm & wd Vince Tapler, sd	Wld. AP RCA
WTJS-FM *1947*	*Ch. 264 (B)* *100.7mc* *50kw*						
JOHNSON CITY							
WETB 1947	790 1,000-D	East Tennessee Bcstg. Co. Press Bldg. 2993	LBS McGillvra	Carl A. Jones, p Cliff Goodman, gm	Berney Burleson, pd E. B. Jones, ce	Kit Carson; wd	Wld. AP Ray.
WJHL 1938	910 5,000-LS 1,000-N DA-2	WJHL, Inc. 145 W. Main St. 2780	ABC Pearson	W. H. Lancaster, p & gm W. H. Lancaster Jr., cm	Robert Walker, pd & nd Ken Matthews, pmm O. K. Garland, ce	Raymond Rosson, fd Ed Cowell, sd Patty Smithdeal, wd	.... AP, UP RCA
WJHL-FM *1948*	*Ch. 264 (B)* *100.7mc* *9.7kw*						.... *GE*
KINGSPORT							
WKIN 1951	1320 1,000-D	Cy N. Bahakel Kingsport		Cy N. Bahakel, o			
WKPT 1940	1400 250	Kingsport Bcstg. Co., Inc. 222 Commerce St. 2870	NBC Cooke Dora-Clayton	C. P. Edwards Jr., p Paul L. Overbay, gm	Phil J. Weaver, cm Martin Karant, pd & nd	James E. Davis, pmm & sd Thomas Phillips Jr., ce	Thes., Wld. AP WE
WKPT-FM *1948*	*Ch. 253 (B)* *98.5mc* *4.5kw*						.... *RCA*
KNOXVILLE							
WBIR 1941	1240 250	Radio Station WBIR, Inc. 618 S. Gay St. 4-3321	ABC Bolling	Gilmore N. Nunn, p John P. Hart, vp, gm, pd & pmm	James A. Dick, slm	J. Rex Horton, ce	Thes. UP RCA
WBIR-FM *1949*	*Ch. 227 (B)* *93.3mc* *2.85kw*						.... *WE*
WIBK 1947	800 1,000-D	Independent Bcstg. Co. 406 W. Church St. 4-9866	KBS Cooke	J. Harold Smith, p Marvin I. Thompson, g & cm & pd Margaret Covington, pmm	John D. Caylor, ce Bob Johnson, nd Red Hutsell, fd	Jack Westbrook, sd J. Katherine Thompson, wd	.... AP Ray.
WKGN 1947	1340 240	Clarence Beaman Park Nat'l Bank Bldg. 4-0766	MBS LBS Forjoe	Clarence Beaman, o & gm Guy L. Smith, III, cm J. E. (Gene) Bouldin, sm	Milton L. Jones, ce W. E. Bill Sorrell, n & sd		L-W AP RCA
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 3-3171	CBS Branham	Jack R. Howard, p R .B. Westergaard, vp & gm	O. L. Smith, cm Charles McMahon, pd Walter Corning, pmm Ray Evans, ce	Howard Bowles, office m Cliff Allen, n & fd Bill Jay, sd	St. UP WE
WROL 1930	620 5,000 DA-2	Mountcastle Bcstg. Co., Inc. 612 Gay St., S. W. 2-7111	NBC Avery-Knodel	Paul Mountcastle Sr., p W. H. Linebaugh, vp & gm	J. T. McCloud, loc. cm John Reese, pd Wayne Hudson, pmm	Fred M. Andrews, ce Allen Stout, n & fd Mary Walker, wd	Cap. UP RCA
LAWRENCEBURG							
WDXE 1951	1370 500-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4462	MBS Dixie Burn-Smith	Aaron R. Robinson, p George Eubanks, gm Ghan Smith, cm	Ken Marston, pd & sd Bud Sawyer, pmm	James S. Thomas, ce Frances Baxter, wd	Cap., SES. UP WE
LEBANON							
WCOR 1949	900 250-D	Lebanon Bcstg. Co., Inc. Cumberland Ave. 1540		Theo. F. Ezell Jr., gm Michael R. Freeland, cm	Jack Hendrickson, pd & sd William Johnston, ce	Walt Dillard, nd Marion Simpson, wd	L-W UP Ray.
LENOIR CITY							
WLIL 1950	730 500-D	Arthur Wilkerson Lumber Co. Broadway at Grand St. 1095		Arthur Wilkerson, o & gm Otis Parker, m & cm	Fred Pell, pd	P. C. Melone, ce	Ses. UP G
WLIL-FM *1951*	*Ch. 262 (B)* *100.3mc* *8.8kw*						.... GE
LEWISBURG							
WJJM 1947	1490 250	Estate of J. J. Murray East Hill 780	MBS	Louis D. Lingner, g & cm J. E. Sowell, ce	Perry Gillum, n & sd Leon Harrison, fd	Wynona G. Clark, wd	Thes. AP Col.

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MARYVILLE							
WGAP 1947	1400 250	Aluminum Cities Bcstg. Co. Blount Bank Bldg. 2490	KBS, LBS	F. H. Corbett, p & gm Walter E. Moore, cm Curtis La Marr, ce	Joseph F. Wheeler, pd, pmm & sd Kenneth Kribbs, nd	Dave Lynn, fd Betty Jo Law, wd	L-W, Thes. AP Ray.
McMINNVILLE							
WMMT 1947	1230 250	McMinnville Bcstg. Co., Inc. McMinnville 401	MBS, KBS	Dr. Sam J. Albritton, p Royce Richards, gm Van L. Slack, cm Ernie Richards, pd & nd	Henry G. Trent, pmm Hubert A. Beasley, ce H. V. Massey, fd	Dave Hill, sd Lonnie Walling, wd	.... UP Ray.
MEMPHIS							
WDIA 1941	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. 36-2703	Pearson	John R. Pepper, co-o Bert Ferguson, co-o & gm Harold Walker, cm	Christine Spindel, pd & wd Henry N. Fones, ce David James, pdm	Marie Wathen, nd Ernest Brazzle, fd Bill Gilliand, sd	.... UP G
WFAK 1951	1480 1,000-D	Frank J. Keegan 215 Madison 37-8833		Frank J. Keegan, o Thomas W. Vinton, gm Austin Dolan, traffic m	Vernon Annette, pd & sd Fran Keegan, wd	Hobson Daws, pmm, pub. serivce & nd	Assoc., SES. INS RCA
WHBQ 1925	560 5,000-LS 1,000-N DA-2	Harding College, Inc. Hotel Gayoso 8-6868	MBS Weed	John Cleghorn, gm Bill Grumbles, cm Gordon Lawhead, pd	Edwin Parker, pmm Welton, Roy, ce Jack Britton, sd	Lee McEachern, n & fd Helen Parker, wd	Assoc. AP RCA
WHHM 1946	1340 250	Mid-South Bcstg. Corp. 433 Sterick Bldg. 37-4422	LBS Forjoe	P. E. Furlow, p C. K. Beaver, gm Louis Zlotky, cm	Jack Brooks, pd Bob Jones, pmm & nd William Marsh, ce	Bob Sticht, sd Dorothy Abbott, wd	Cap., L-W AP, UP RCA
WMC 1923	790 5,000 DA-N	Memphis Pub. Co. Memphis 8-7464	NBC South Central Branham	Enoch Brown, p H. W. Slavick, gm Earl Morland, cm	Wilson Mount, pd Walter E. Frase, pmm Ott Rouse, pdm E. C. Frase Jr., ce	Bob Pigue, nd Walter Durham, fd Charles Sullivan, sd Olivia Brown, wd	L-W, Thes. UP ....
WMCF (FM) *1947*	*Ch. 259 (B)* *99.7mc* *320 kw*						
WMCT (TV) 1948		Memphis Pub. Co. P. O. Box 311 8-7464		(For full information see TELECASTING Yearbook)			
WMPS 1925	680 10,000-LS 5,000-N DA-N	WMPS, Inc. Radio Center 5-2663	ABC Radio Reps.	Harold R. Krelstein, vp & gm	W. B. Rudner, Sta d Joe Deaderick, ce	Tys Terwey, nd Charles DeVois, loc. slm	St., SES AP, UP RCA
WREC 1922	600 5,000 DA-1	WREC Bcstg. Service Hotel Peabody 5-1313	CBS Katz	Hoyt B. Wooten, o & gm Hollis R. Wooten, cm	Roy Wooten, pd Jack Michael, pmm	Wilson Raney, ce	L-W, SES. Wld. UP ....
MORRISTOWN							
WCRK 1947	1450 250	Cherokee Bcstg. Corp. Brown Ave. 1450	MBS Holman	Herbert S. Walters, p	Howell Ashford Jr., g & cm	John McCrary, pd James R. Redden, ce	L-W AP RCA

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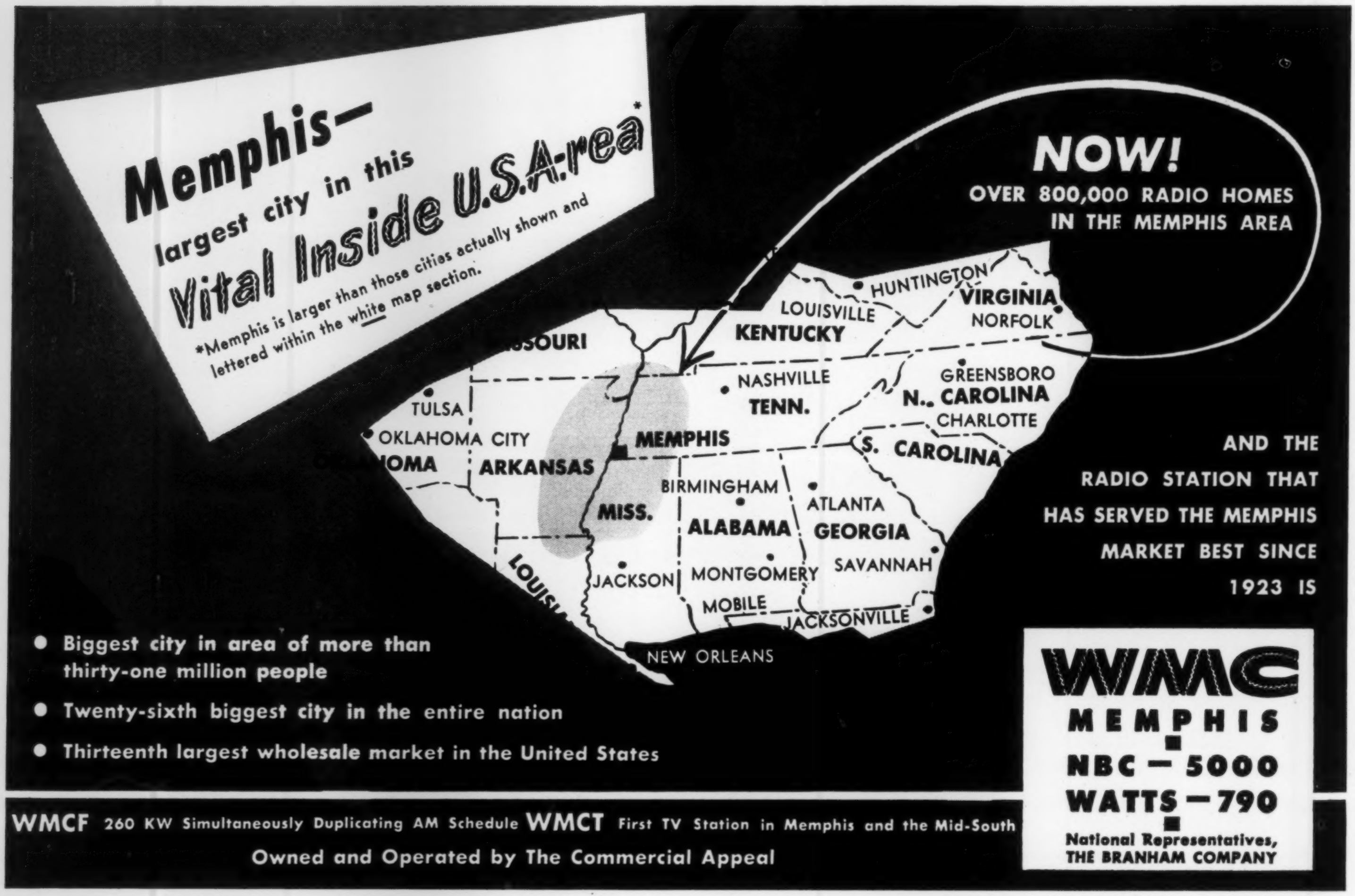

Memphis—
largest city in this
Vital Inside U.S.A-rea*

*Memphis is larger than those cities actually shown and lettered within the white map section.

NOW!
OVER 800,000 RADIO HOMES
IN THE MEMPHIS AREA

AND THE
RADIO STATION THAT
HAS SERVED THE MEMPHIS
MARKET BEST SINCE
1923 IS

- Biggest city in area of more than thirty-one million people
- Twenty-sixth biggest city in the entire nation
- Thirteenth largest wholesale market in the United States

WMC
MEMPHIS
NBC — 5000
WATTS — 790
National Representatives,
THE BRANHAM COMPANY

WMCF 260 KW Simultaneously Duplicating AM Schedule WMCT First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

XUM

Two mail order programs sell $51,592 worth of cattle!

Ever hear of a more unlikely mail order item than a 700 pound steer?

WSM recently sold 232 of them, for a total of $51,592.00, and wrote one more amazing chapter in the history of the Central South's boss salesmaker.

The cattle belonged to Mr. Otis Carter, 15 year sponsor of Carter's Chick Time. His knowledge of WSM's phenomenal ability to sell baby chicks prompted him to offer a herd of 232 feeder cattle to the WSM audience.

Just two programs did it—cleaned out the herd, horns, hoofs, and all! Some of the buyers came from 300 miles away, and Mr. Carter says he could have sold twice the number he had on hand.

Was the sponsor surprised? Not at all. Says Mr. Carter "anyone can sell a farmer anything he needs over WSM." WSM isn't soliciting mail order accounts. But a station that can move $51,592.00 worth of sirloin on the hoof with two mail order programs packs a sales punch you can't afford to pass up.

Irving Waugh or any Petry Man can take it from here.

SOLD
SOLD
WSM
NASHVILLE

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MURFREESBORO							
WGNS 1947	1450 250	WGNS, Inc. Box 456 1450	LBS Tennessee Holman	Cecil Elrod Jr., p & gm Mrs. Cecil Elrod Sr., vp Cecil Elrod Sr., secy. Robertson C. Scott, cm	Harrianne Moore, pd John Douglas Hood, pmm Will Dunn, ce Evalyn Schwartz, nd	David Moore, fd Ray Duffy, sd Pat Levitt, wd	L-W, Wld. UP RCA
NASHVILLE							
WKDA 1947	1240 250	Capitol Bcstg. Co. First American Nat'l. Bank Bldg. 4-0511	Bolling	A. G. Beaman, ptnr. T. B. Baker Jr., ptnr., & gm	Ruth C. Holly, exec. secry. A. G. Kenngott Jr., pd Oscar C. Griffin Jr., ce	Roque Fajardo, nd Larry Munson, sd Helen Russell, mus. d	Cap., L-W AP Col.
WLAC 1926	1510 50,000 DA-N	WLAC Bcstg. Service Third Nat'l. Bank Bldg. 6-0161	CBS Raymer	J. T. Ward, o F. C. Sowell, gm E. G. Blackman, cm	Paul Oliphant, pd Frank Gonzales, pmm F. D. Binns, ce	Bob Larimer, nd Herman Grizzard, sd Mary Manning, wd	L-W, Thes. UP WE
WMAK 1948	1300 5,000 DA-N	Volunteer State Bcstg. Co., Inc. Maxwell House Hotel 4-3411	MBS Radio Rep.	Frank W. Mayborn, p George B. Faulder, gm Ruth W. Clinard, asst. m	Clarence L. Waggoner, pmm Charles W. Stokely, ce Robert L. Chaudoin, nd	Joe Nixon, fd Jim Warren, sd Blanche Terucky, wd	.... UP WE
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	MBS, KBS, LBS Dora-Clayton	Van T. Irwin Jr., p, g & cm W. W. Lanier Jr., vp	Mrs. J. O. Morton Sr., vp & secy. Donn C. McInturff, pd	Howard Motlow, ce Ralph Emery, sd	St. UP G
WSIX 1927	980 5,000	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC, LBS Hollingbery	Louis R. Draughon, p & gm	Eugene S. Tanner, cm Jim McKinney, pd & pmm	Charles R. Duke, ce Jack Simpson, sd	Wld., Cole AP Col.
WSIX-FM *1949*	*Ch. 248 (B)* *97.5mc 71kw*						*GE*
WSM 1925	650 50,000	National Life & Accident Ins. Co. 301 7th Ave., N. 6-7181	NBC Petry	John H. DeWitt Jr., p Irving Waugh, cm Jack Stapp, pd	William R. McDaniel, d of pub. rel. George Reynolds, ce & tech. d	Harold Baker, nd John McDonald, fd Dave Overton, sd Marjorie Cooney, wd	Thes. AP, INS RCA
WSM-TV 1950		National Life & Accident Ins. Co. 301 7th Ave., N. 6-7181		(For full information see TELECASTING Yearbook)			
WSOK 1951	1470 1,000-D	Nashville Bcstg. Co. 1703 Hillmont Drive					
OAK RIDGE							
WATO 1938	1490 250	WATO, Inc. Municipal Market Bldg. 5-3535	MBS Dora-Clayton	Marshall Pengra, p David Carpenter, vp, g & cm Carlin French, vp	Frank Pellegrin, secry-treas. Lionel Swan, nd Arthur Metzler, pd & sd	Ellen Jamieson, pmm Marvin Paul, ce Ruth Jamieson, wd	.... AP, UP Ray.
WOKE 1951	1430 1,000-D	Air Mart Corp. P. O. Box 391 Grove Center 5-1333	LBS	Harry C. Weaver, p & gm Richard S. Quinn, cm	William S. Sorrell, pdm & sd	Curtis LaMarr, ce	Thes. AP G

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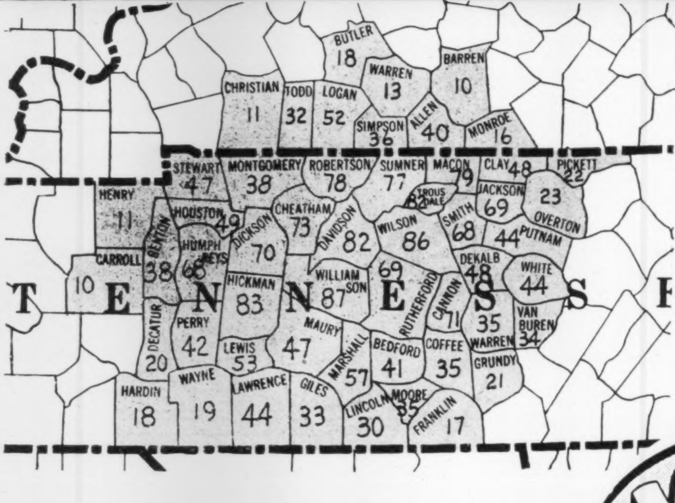
Sell the Billion Dollar Nashville Market . . .

ECONOMICALLY - EFFECTIVELY!!



BUTLER 18
WARREN 13
BARREN 10
CHRISTIAN 11
TODD 32
LOGAN 52
SIMPSON 36
ALLEN 40
MONROE 16
STEWART 47
MONTGOMERY 38
ROBERTSON 78
SUMNER 77
MACON 79
CLAY 48
PICKETT 22
HENRY 11
HOUSTON 49
CHEATHAM 73
TROUSDALE 82
JACKSON 69
23
OVERTON
BENTON 38
HUMPHREYS 68
DICKSON 70
DAVIDSON 82
WILSON 86
SMITH 68
PUTNAM 44
CARROLL 10
WILLIAMSON 87
69
DEKALB 48
WHITE 44
HICKMAN 83
RUTHERFORD
CANNON 71
35
VAN BUREN 34
DECATUR 20
PERRY 42
LEWIS 53
MAURY 47
MARSHALL 57
BEDFORD 41
COFFEE 35
WARREN
GRUNDY 21
HARDIN 18
WAYNE 19
LAWRENCE 44
GILES 33
LINCOLN 30
MOORE 35
FRANKLIN 17
T E N N E S S E

Figures in counties indicate the percent of radio families that comprise the station's weekly audience in the county. Daytime — Spring, 1949.

The 53 WSIX BMB counties closely approximate the counties comprising the Nashville Trading Area.

WSIX delivers low, effective selling costs in this area!

Year after year advertisers depend on WSIX to SELL this rich MIDDLE TENNESSEE MARKET . . . where 1950 Retail Sales totalled $1,149,138,000 with an Effective Buying Income of $1,443,382,000. These Sales Management figures are for the 53 WSIX BMB counties.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5000 WATTS • 980 KC • ABC
and WSIX-FM • 71,000 W • 97.5 MC
(25 YEARS YOUNG IN JANUARY, 1952)

BMB Audience Map based on Study No. 2

National Representative: George P. Hollingbery Co.

XUM

PARIS

WTPR 1947	710 250-D	Paris Bcstg. System, Inc Davis Bldg. 1700	KBS	Virgil Lindner Jr., gm & pd	B. C. Kilgore, cm Don Somerville, ce W. C. Mitchell, fd	Joe Bryant, sd (Mrs.) Joy Vowell, wd	L-W AP G

PULASKI

WKSR 1947	730 250-D	Richland Bcstg. Co. Radio Center 1066	LBS	W. K. Jones, p Virgil Trimm, gm Wallace Beecham, cm & nd	George Martin, pd D. L. Hoover, pmm & sd Richard Spruill, ce	Terrell Jackson, fd Allene Williams, wd	SES. UP Ray.

SHELBYVILLE

WHAL 1946	1400 250	Shelbyville Bcstg. Co., Inc. Shelbyville 1400	MBS	Harvard Smith, p Charles Christian, g & cm	Charles Bragg, pd Timothy Marsh, ce	Lewis Penuel, nd Joyce Dixon, wd	.... UP Ray.

SPRINGFIELD

WDBL 1950	1430 1,000-D	Springfield Bcstg. Co., Inc. P. O. Box 464 1287	KBS	Walter A. Duke, p, g & cm	Roberta Bell, pd Ann Duke, ce & wd	Charles Blankinship, fd Ken Early, sd	.... UP Col.

TULLAHOMA

WJIG 1948	740 250-D	Col. Raymond L. Prescott Jr. Tullahoma 2607	LBS	Raymond L. Prescott Jr., p & gm	James R. Walkup, sm Mary Prescott, cm	William L. Spraggins, ce	Cap. UP G

UNION CITY

WENK 1946	1240 250	Union City Bcstg. Co. Washington & First 1240	MBS, KBS Burn-Smith	Aaron B. Robinson, p Louis C. Wrather, m & sd Edwin A. Kallenberg, cm	Mrs. Lee Smith, pd James A. Thomas, ce	Dave Banks, nd Hank Huggins, fd	Wld. UP WE

WINCHESTER

WCDT 1948	1340 250	Arthur D. Smith Jr. P. O. Box 1103 2201	MBS	Arthur D. Smith Jr., p, g & pmm	Harry W. Sullivan, cm & fd Russell Bradley, pd & nd	Frank Spencer, ce Bill Knight, sd Mildred C. Crawford, wd	.... UP Ray.

TEXAS

ABILENE

KRBC 1936	1470 5,000-LS 1,000-N DA-N	Reporter Bcstg. Co. Windsor Hotel 4-6255	ABC Texas State Pearson	(Mrs.) Eva May Hanks, p Howard Barrett, vp	John A. (Bro) Mingus, asst. m Forest Lane, c & pmm John B. Casey, ce	Morris Twomey, fd Ken Cariker, sd La Fawn Green, wd	Cap. AP Col.
KWKC 1948	1340 250	Citizens Bcstg. Co. 25th & Butternut Sts. 4-7286	MBS Lone Star Taylor	W. P. Wright, p A. C. Etter, g & pmm	Tyler Stewart, cm Leonard L. Johnson, pd, n & sd	Forrest Tipton, ce	SES., Wld. AP, UP WE

ALICE

KBKI 1947	1070 1,000 DA-N	Alice Bcstg. Co. P. O. Box 731 2070	MBS	E. G. Lloyd Jr., p A. C. Lloyd Jr., gm	Nat Watson, cm J. Allen Frye, pd	S. L. Spenser, ce Cliff DuBose, fd	.... AP Col.

ALPINE

KVLF 1947	1240 250	Big Bend Bcstg. Inc. Alpine 37	MBS, KBS, LBS Texas State Southwest Cactus Best	Barny Hubbs, p Jack Hawkins, vp Gene Hendryx, gm	Katherine Connor, pd Randy White, pmm	Earl McCall, ce John Newell, nd	.... UP G

AMARILLO

KAMQ 1947	1010 1,000-LS 500-N DA-N	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS Forjoe	Walter G. Russell, p Robert D. Houck, co-o, secy-treas. & gm Hoyt Houck, vp	Jess Richardson, cm Ray Whitworth, pd & sd Johnny Hathcock, pmm Stewart Parsons, ce	Webster Smith, nd Joe Barnes, fd LaVerne Mott, wd	Cap., Thes. AP Ray.
KFDA 1939	1440 5,000 LS 1,000 N-DA	Amarillo Bcstg. Corp. 109 E. 5th St. 6-5343	ABC Branham	Gilmore N. Nunn, p John G. Ballard, g & cm Tom Priest, pd	Kenneth B. Bean, ce	Kelly West, nd Elizabeth Merchant, wd	Wld. UP RCA
KFDA-FM *1948*	*Ch. 262 (B)* *100.3mc* *3.4kw*						.... *WE*
KGNC 1922	710 10,000 DA-2	Plains Radio Bcstg. Co. Eight & Harrison 3-4242	NBC Lone Star Taylor	Gene A. Howe, p Tom Kritser, gm Calvin Handy, bus. m	Bob Watson, asst. m & pd Peggy Williamson, pmm William H. Torrey, ce	Wes Izzard, nd J. Garland Smith, fd Bill Edwards, sd	Cole, L-W AP, UP RCA
KLYN 1948	940 1,000 DA-N	Plains Empire Bcstg. Co. 1014 W. Seventh St. 2-6773	CBS Western Blair	R. G. Hughes, o & p Howard Roberson, gm (Mrs.) Mae Dorsey, pmm	Janice Fenno, traffic m Eugene Fennimore, ce	Ken Reed, nd Sandra Weatherly, wd Bob Truett, office m	St. UP ....

ATHENS

KBUD 1948	1410 250-D	Henderson County Bcstg. Co. Box 309 2277		J. B. McNutt Jr., p, gm & ce	Elizabeth Fitzpatrick, wd		.... UP G

ATLANTA

KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. Atlanta 681	Best	H. H. Wommack Jr., p David A. Wommack, gm	Robert Bieloh, cm Norman Bale, pd & nd	James Waites, ce George Dobson, sd	.... Col.

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
AUSTIN							
KNOW 1927	1490 250	Pioneer Bcstg. Co. Capital Nat'l Bank Bldg. 26213	ABC Texas State Pearson	Wendell Mayes, p Louis R. Cook, g & cm	Warren Beaman, pd & pmm J. E. Lewis, ce	Norwood McLendon, nd Jim Gober, sd	St. AP ....
KTBC 1939	590 5,000-LS 1,000-N DA-N	Texas Bcstg. Corp. P. O. Box 717 2-2424	CBS Lone Star Taylor	Claudia T. Johnson, p J. C. Kellam, gm Sam B. Plyler, slm	Richard (Cactus) Pryor, pd Revis L. Taylor, pmm A. B. Hearn, ce	Paul Bolton, nd Reese Turner, fd Art Vickland, sd	Wld. UP WE
KTXN 1947	1370 1,000-D	Radio KTXN, Inc. 1211 E. Sixth St. 7-4476	Nat'l Time Sales Oakes	Ed C. James, p Frank Stewart, gm Joe Harry, cm	Lilia Guzman, pd Frank Foster, pmm Paul Lindhorn, ce	Ed Idar, nd Myrtle Royster, co-wd Margarita Munoz, co-wd	.... RCA
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Corp. 113 W. Eighth St. 8-8521	MBS, LBS Forjoe	John B. Connally, p Willard Deason, gm	Charles Howell, cm Dave Smith, pd & pmm	Alfred W. Scharath, co-ce	L-W UP WE
BALLINGER							
KRUN 1947	1400 250	Runnels County Bcstg. Co., Inc. Zappe Bldg. 3151	KBS Best	R. E. Bruce, p Jim H. DeLong, gm & fd	Robert F. McGarvey, cm, n & sd Troy Smith, pd	W. C. Kelley, ce Helen Hampton, traffic m & wd	.... AP G
BAY CITY							
KIOX 1947	1270 1,000 DA-N	J. G. Long Box 1391 642	MBS, KBS	J. G. Long, p Cleveland Griffin, gm & sd	Boyd Porter, cm Paul Young, pd & nd	Charles Cunningham, ce Si Snyder, wd	Wld. UP WE
BAYTOWN							
KRCT 1947	650 250-D	Bay Bcstg. Co. P. O. Box 629 8251	KBS	C. Q. Alexander, p	O. J. Howell, vp	Sylvia McKinstry, secy-treas.	.... AP ....
KREL 1947	1360 1,000 DA-2	Tri-Cities Bcstg. Co., Inc. Box 419 8211	LBS Clark	Robert A. Matherne, p W. M. Lightfoot, vp & gm Richard Rosenfeld, cm	Mary D. Lightfoot, pd Emilio Rodriguez, ce	Dick Eason, nd Ray de Board, fd	Wld. UP G
KREL-FM *1949*	*Ch. 220 (B)* *92.1mc* *0.82kw*						.... *GE*
BEAUMONT							
KFDM 1924	560 5,000 DA-N	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758	ABC Lone Star Free & Peters	D. A. Cannan, p C. B. Locke, g & cm Conrad Bering Jr., pd	H. F. Caldwell, pmm Harold W. Bartlett, ce	Dave Russell, n & sd Ralph Ramos, fd	L-W UP RCA
KPBX 1947	1380 1,000-D	KPBX Bcstg. Co. P. O. Box 1432 2-0201	LBS Forjoe	J. M. Gilliam, p & gm	Lynn Toney, prog. m	C. P. Ward, adv m	St. ....
KRIC 1938	1450 250	The Enterprise Co. 3130 Blanchette 4-9421	Branham	O. E. Davis, p E. C. Davis, gm Les Ryder, sm Ed Henry, cm	Virginia Wade Ryder, pd & wd D. K. Maxted, pmm M. J. Easterwood, ce	Karl von Lewwen, nd Monk Vance, fd Ed Dittert, sd	Thes. AP RCA

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KFDM

SERVING THE GOLDEN COAST AREA
SURROUNDING BEAUMONT, ORANGE, PORT ARTHUR

FIRST IN POWER

KFDM is the ONLY station in this area operating with a power of 5,000 WATTS DAY AND NIGHT.

FIRST IN POPULARITY

Measurements by all standards available to the industry, prove more people listen to KFDM more hours than to any other station in the Beaumont-Port Arthur area.

FACTS

	DT	NT
RADIO FAMILIES	240,800	211,000
POPULATION	933,000	

COVERS 15 COUNTIES in TEXAS and 12 PARISHES in LOUISIANA

RETAIL SALES $656,842,000
NET EFFECTIVE BUYING INCOME $723,686,000
(Figures from 1951 S.M. Survey of Buying Power)

FIRST IN COVERAGE

KFDM is listened to regularly by 104,540 families who reside in 24 counties composing this trade area.

FIRST IN PROGRAMMING

Beaumont's ONLY major network station, KFDM provides a program menu to suit every listener's taste, whether it be for news, drama, music or education, built around the fine shows offered by the AMERICAN BROADCASTING COMPANY.

A B C **5000 WATTS** **560**
L S C **DAY AND NIGHT** **K. C.**
STUDIOS: BEAUMONT, TEXAS

NATIONAL REPRESENTATIVE: FREE & PETERS, INC.

XUM

Somewhere West of Eustace Tilley or *The Flowering of Amarillo . . .*

Geography is one of the many things we have a lot of around Amarillo. About 25 years ago a fellow could stand at the Santa Fe station, squint his eyes, and see right into the next week. Lately, though, all the irrigation-fostered trees, the oil wells, and grain elevators would get in his way. If he was looking for business, he wouldn't want to look much further than our trading area anyhow.

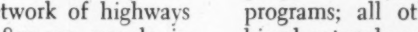
Amarillo is a long way from everywhere, up on the high plains which climb to the Rockies. Five other state capitals are about as near as Austin, the Texas capital. Eighty-three counties in Texas, 3 in Colorado, 16 in Oklahoma, 16 in New Mexico, and 12 in Kansas are served by Amarillo's network of highways and railroads—1,853,000 people in 166,875 square miles. This is why Amarillo, the 158th market in the U. S. in population, is 11th in retail sales per capita.

Amarillo is so far north of South Texas (770 miles from Brownsville) that we are sometimes called Yankees. But it's close to the stuff an advertiser looks for when he wants business. The Panhandle, with the world's largest wheat field, grows 85% of Texas' 35-million-bushel annual wheat crop. It contains the biggest natural gas field in the world, the second biggest cattle ranch, and more than 4,000 oil wells. ("Cattle can't drink that stuff," said an outraged rancher when oil was found on his land.)

KGNC's 10,000 watts cover our vast trading area effectively. Last year the Texas State Soil Conservation Board wanted to determine the most effective means of getting weather information to an area up to 80 miles from Amarillo. They found out with their own survey. Radio got 96% of the vote—and 88% of the 96% said KGNC. When asked, "What's your favorite farm program?" 67% named KGNC programs; all other stations combined got only 33%.

There's a story about a fellow from Washington, D. C. who was riding across a flat stretch of windblown road with a Texas rancher. A colorful bird fluttered into, and out of, sight. The Easterner asked what it was. "Bird of paradise," his host told him. There was a long pause, then the visitor said, "Pretty far from home, wasn't he?"

It isn't as far as it used to be. And the gap is closing.



710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
BEAUMONT (Cont'd.)							
KRIC-FM *1948*	*Ch. 258 (B)* *99.5mc* *14kw*						
KTRM 1947	990 1,000 DA-1 (CP) 5,000-LS 1,000-N DA-2	KTRM, Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm & nd Bill McRae, cm Roy Dixon, pd	Joe Trum, pmm Ben Hughes, ce Chas. Schmucker, fd	Tommy O'Brien, sd Virginia Moon, wd	Wld. INS G
BEEVILLE							
KIBL 1949	1490 250	Bee Bcstg. Co. P. O. Box 650 1490		John D. Rossi, ptnr. & gm	V. L. Rossi, ptnr.	Harry W. Wardwell, pd & ce	Thes AP Ray.
BELTON							
**KMHB(FM)* *1948*	*Ch. 246 (B)* *97.1mc* *12kw*	*Mary Hardin-Baylor* *Box 544, Baylor Station* *707*		*Frank Magers, pd*	*John Pierce Bloomer, ce*		*SES.* .... *GE*
BIG SPRING							
KBST 1936	1490 250	Big Spring Bcstg. Co. 702 Johnson Street 1500	ABC Texas State Pearson	William J. Wallace, p, gm & sd William L. Cox, cm	J. N. Young Jr., pd, pmm & nd	Andrew M. Jones, ce Jerry Odom, wd	.... AP WE
KTXC 1949	1400 100	Big State Bcstg. Corp. City Park 3300	LBS Best Melville	V. T. Anderson, p & gm James O. Taylor, cm Mike Ling, pd, n & sd	E. Rodman, pmm Alfred Martel, ce	Bruce Frazier, fd Ernest Dean Rodman, wd	.... UP G
BONHAM							
KFYN 1948	1420 250-D	Bonham Pub. Co. 903 E. Fourth St. 781		T. Frank Stewart, p Mary Jane McPherson, vp	Clark Bass, secy.-treas.		Wld. UP ....
BORGER							
KHUZ 1947	1490 250	Radio Station KHUZ, Inc. 1431 Clayton St. 1600	MBS	R. G. Hughes, p Jack Roberts, co-m	Herman Kreiger, co-m & ce Louis Roberts, co-cm	Hally Blymiller, co-cm Jake Shubinski, n & sd	Wld., SES. UP ....
BRADY							
KNEL 1935	1490 250	G. L. Burns Brady 7777	Best	G. L. Burns, o, gm, pd & pmm	J. S. Sloane, cm & nd Cecil Nelin, ce	Richard Grote, fd Norma Fain, wd	.... AP ....
BRECKENRIDGE							
KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Miller Bldg. 1430	LBS	R. W. Chapman, p & gm Sid Foster, cm	T. Drake, pd	R. L. Smith, ce	L-W AP G
BRENHAM							
KWHI 1947	1280 1,000-D	Tom S. Whitehead 108½ E. Main St. 655	KBS, LBS	Tom S. Whitehead, p & gm	J. C. Price, cm William J. Sloan Jr., pd	Roland D. Elder, ce Thomas C. Blake, sd	L-W, SES. UP G
BROWNFIELD							
KTFY 1949	1300 1,000-D	Terry County Bcstg. Co. P. O. Drawer 1032 1000	KBS	David R. Worley, g & cm Nathan Daniel, pd & fd	Sid McIntosh, pmm & sd H. L. (Red) Smith, ce	Don Opheim, nd Bobby Stone, wd	Cap., St. UP Col.
BROWNSVILLE							
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 2-5677	LBS Best	Minor J. Wilson, p & gm Vance C. Wilson, cm	Bob Fowler, pd & pmm Willis A. Wilson, ce	Tom Mireur, n & fd Connie Green, wd	Thes., Wld. AP ....
KVAL 1945	1490 250	T. Frank Smith P. O. Box 1792 2-6452	ABC Texas Quality Free & Peters	T. Frank Smith, p	T. Frank Smith Jr., g & cm	A. O. Harvey, ce	St. .... WE
BROWNWOOD							
KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas State Walker	Wendell Mayes, p & gm Joe B. Foster, cm Wendell Mayes Jr., pd	Joyce Lemma, pmm A. W. Stewart, ce	Bill Jamar, fd Wanda Patterson, wd	.... UP RCA
BRYAN							
KORA 1947	1240 250	Bryan Bcstg. Co. 604 Varisco Bldg. 3-1240	MBS	David C. Jones, o, gm & ce	M. Ralph Weedon, c & pmm	Calvin Pigg Jr., fd C. N. Hielscher, sd	.... Col.
CENTER							
KDET 1949	930 1,000-D	Center Bcstg. Co. Inc. 205 Austin St. 1199	Best	Tolbert Foster, p & pd Tom E. Foster, gm & nd Grant Pickens, cm	Jack Bell, pmm & sd Harland E. Riley, ce	John Mossberg, fd Louise Hairston, wd	Cap. UP Col.
CHILDRESS							
KCTX 1947	1510 250-D	Golden West Bcstg. Co. 217½ Main St. 1085	MBS Best	R. Malone Hagan, co-o & p	George D. Cowan, co-o & gm LeRoy Carter, pd	Nelle Carter, pmm William V. Queen, ce	.... AP Ray.
CLARKSVILLE							
KCAR (CP)	1350 500-D	Texo Bcstg. Co. Pulley Bldg. Sulphur Springs, Tex.					
CLEBURNE							
KCLE 1947	1120 250-D	Marti, Inc. 919 N. Main 1025	Best	George W. Marti, p, m, g, c & pmm, pd & ce	Smokey Munsch, fd		.... AP ....
KCLE-FM *1949*	*Ch. 232 (A)* *94.3mc* *0.32kw*						
COLEMAN							
KSTA 1947	1,000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	Best	H. H. Jackson, p Floyd Shelton, gm & sd Dan Guthrie, cm	Bill Fox, pd, n & fd Jean Larson, pmm	R. B. Seals, ce Joann Harriss, wd	Cap., SES. UP Col.
COLLEGE STATION							
WTAW 1922	1150 1,000-D	A & M College of Texas College Station 6-6724	KBS, LBS	Richard L. Webb, m & ce Helen McLendon, cm	John Scogin, pd & nd R. B. Hickerson, fd	George Gray, sd	.... AP Col.

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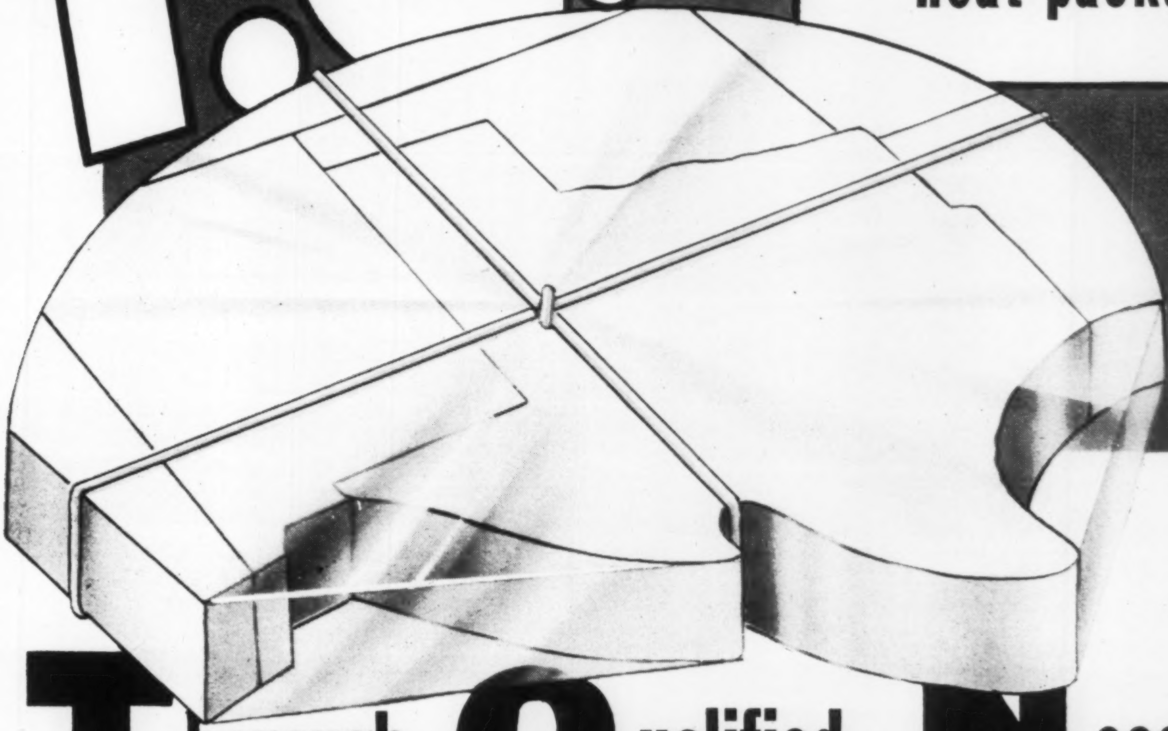
T.Q.N.

. . . ties up the booming Southwest in ONE neat package!



Thorough Qualified Necessary

Thorough...
BMB shows the 3 basic stations with 1,584,906 listening families in the daytime — 1,954,020 families at night . . TQN stations in this rich market give blanket coverage day and night!

Qualified...
through years of aggressive leadership in coverage and programming — TQN as a network, or on an individual spot station basis is unmatched in selling effectiveness.

Necessary...
because only TQN gives the most effective coverage . . . reaches the folks who control the mighty buying power in a land which is young . . . expanding . . . wide open for YOUR PRODUCT!

Texas Quality Network

Represented By EDWARD PETRY and Co., Inc.

WOAI
SAN ANTONIO

WFAA
DALLAS

KPRC
HOUSTON

SUPPLEMENTARY STATIONS: **KRIS** CORPUS CHRISTI **KVAL** BROWNSVILLE **KTBS** SHREVEPORT

TEXAS—(Continued)

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COLORADO CITY							
KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 990 1320	KBS Best Keller	Eldon B. Mahon, co-o John B. Mahon, co-o	Walter B. Grubbs, gm, pd & sd W. D. (Dub) Oliver, c & pmm	Porter A. Richardson, ce Robert A. Lowry, n & fd Martha Hammond, wd	Cap., Thes. AP RCA
CONROE							
KMCO 1951	900 500-D DA	Montgomery County Bcstg. Co. 324 N. Main 1190		Reagan Smith, p James C. Dorrell, sm David L. Oglesby, slm	Hal H. Coley, pd & nd John W. Neathery, ce Marvin E. Dougharty, fd	Kenneth Ratliff, sd Wilma L. Cole, wd	St. UP Col.
CORPUS CHRISTI							
KEYS 1941	1440 1,000-LS 500-N DA-N	Nueces Bcstg. Co. P. O. Box 1460 27411		Kelly Wofford, m			
KRIS 1935	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC Texas Quality Free & Peters	T. Frank Smith, p & gm W. M. Eikner, cm	Charles Nethery, pd & pmm Albert O. Harvey, ce	Jack Lozier, fd Weldon Robinson, sd Virginia Graham, wd	St. AP Col.
KSIX 1947	1230 250	Corpus Christi Bcstg. Co Show Room Bldg. 2-9242	ABC Forjoe	Vann M. Kennedy, p & gm Charles R. Manning, cm	Henry Schwartz, pd Carol Ann Burg, pmm	W. K. Bridges, ce Dorothy L. Qualls, cont. ch.	Thes. UP ....
KUNO 1950	1400 250	KUNO, Inc. P. O. Box 4286 4-5203	MBS	L. C. Smith, p J. H. Mayberry, gm	Herbert N. Garrett, asst. m Ben F. Blackmon Jr., sm	Peggy Lindsay, slm A. D. Hayslip, ce	Assoc., Cap. UP Col.
KWBU 1943	1030 50,000-D	Texas Baptist Convention Plaza Hotel, 4-5258	Branham	Carr P. Collins (Dallas) chmn. of bd Harry H. Hayes, gm Chas. Debenport, office m & nd	George Wilcox, pdm & sd R. Minnich, traffic m & (English) wd	Nestor Cuesta Jr., ce B. Pierce, fd J. del Robles, (Spanish) wd	.... AP ....
CORSICANA							
KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	Branham	J. B. West, p	Luther A. Johnson Jr., gm		Wld UP
CROCKETT							
KIVY 1949	1570 250-D	Hamilton H. Callen & James H. Gibbs Box 478 222	KBS	Hamilton H. Callen, ptnr., g & cm & ce	James H. Gibbs, ptnr., pd, pmm & nd Don Gatz, fd	Bill Carter, sd Grace Arledge, wd	L-W UP G
CRYSTAL CITY							
KWTN (CP)	1240 250	Winter Garden Bcstg. Co Crystal City	MBS Nat'l Time Sales	J. H. Mayberry, o, gm & ce			.... G
CUERO							
KCFH 1949	1600 500-D	A. M. Respondek Cuero 700	LBS Best, Biddick	A. M. Respondek, p, gm & ce	Edson Foster, cm	Charlice Dietze, pd	Wld. UP G
DALHART							
KXIT 1948	1410 500-D	Dalrad Associates P. O. Box 1350 740	KBS, LBS Best	Kenneth B. Bishop, co-o & gm	William J. B. Smith, ce		L-W UP G
DALLAS							
KACE (CP)	740 10,000-LS 5,000-N DA-2	Texas Star Bcstg. Co.					
KIXL 1947	1040 1,000-D	Variety Bcstg. Co., Inc. 1401 S. Akard St. Riverside 4521	Forjoe	Lee Segall, p & gm Tom Massey, natl. slm & asst. m Charles F. Payne, cm	John Wilson, pdm Bob E. Tripp, ce	Martin Gudenberg, music d Helen W. Lane, traffic m Mrs. Tim Healy, wd	Assoc., Cap. Mac. St., Wld., AP WE
KIXL-FM *1947*	*Ch. 283 (B)* *104.5mc* *34kw*						
KLIF 1947	1190 5,000-LS 1,000-N DA	Trinity Bcstg. Corp. 2100 Jackson St. Randolph 2421	LBS Pearson	B. R. McLendon, p Ray A. Lewis, gm	Joe Roddy Jr., pd Glenn Callison, ce	Bill Pelham, nd Jerry Doggett, sd	Cap. UP ....
KRLD 1926	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS Texas Branham	John W. Runyon, p Clyde W. Rembert, gm J. W. Crocker, asst. m	William A. Roberts, cm Roy George, pd A. J. Putman, pmm	Roy Flynn, ce Wilson Shelly, n & fd Ves Box, sd	SES., St., AP, UP, INS WE
KRLD-FM *1948*	*Ch. 223 (B)* *92.5mc* *40kw*						.... *GE*
KRLD-TV 1949		KRLD Radio Corp. Herald Square		(For full information see TELECASTING Yearbook)			
KSKY 1941	660 1,000-D	Sky Bcstg. Service Hotel Stoneleigh Randolph 6193		A. L. Chilton, p R. G. Terrill, g & pmm R. L. Kanatzar, cm	Leonard Holland, pd, n, f & sd Morris M. Ming, ce	Dorothy M. Smith, office m Leonore H. Chilton, wd	.... AP RCA

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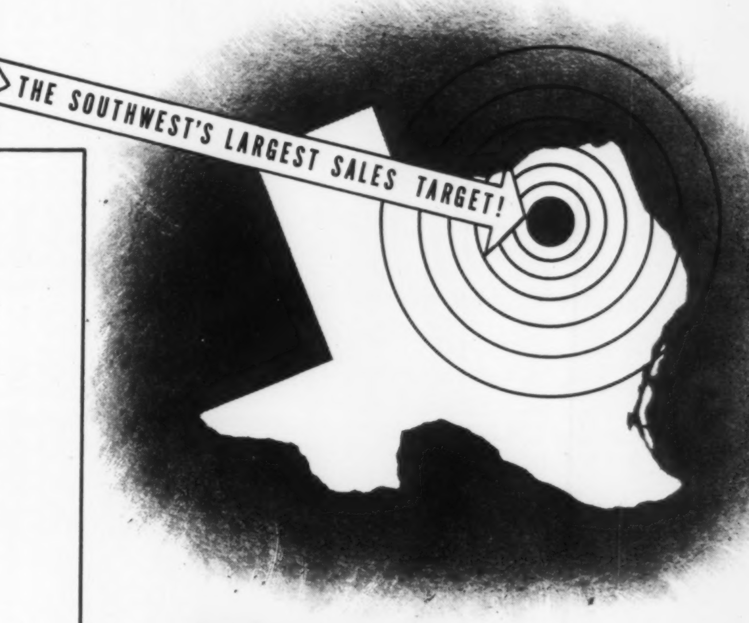
XUM

THE SOUTHWEST'S GREAT TWIN SALES PRODUCING COMBINATION!

DALLAS • FORT WORTH *and* KRLD • KRLD-TV



More than a million mostly urban dwellers within the 50-mile zone . . . more than 2 million in the 100-mile area.

KRLD with 50,000 watts, full time power saturates the wide Southwest radio listening audience.

KRLD-TV, Channel 4, Texas' Most Powerful Television Station.

This is why

KRLD
KRLD-TV

is your best buy

EXCLUSIVE OUTLETS FOR CBS PROGRAMS IN DALLAS • FT. WORTH

JOHN W. RUNYON, President
CLYDE W. REMBERT, General Manager

THE BRANHAM COMPANY, Exclusive Representative

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
DALLAS (Cont'd.)							
[1] WFAA 1922	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas Quality Petry	E. M. (Ted) Dealey, p Martin B. Campbell, sup. radio-TV Alex Keese, m George K. Utley, cm Kelly Maddox, pd	(Mrs.) Wynona Portwood, sls. prom. d Wm. C. Ellis, ce Sid Pietzsch, nd	Murray Cox, fd Ralph Widman, sd Julie Benell, wd	L-W AP, UP RCA
WFAA-TV 1949		A. H. Belo Corp. 1122 Jackson St.		(For full information see TELECASTING Yearbook)			
WRR 1920	1310 5,000 DA-N	City of Dallas Dallas Tenison 6101	MBS Texas State Blair	Durward J. Tucker, g & cm & ce Pete Teddlie, pd & sls. co-ordinator	Eudell Martin, natl. slm Richard Workman, asst. pd Taylor Branch, nd	Al Jones, fd Eddie Hill, sd Louise Freedman, wd	Thes. AP WE
WRR-FM *1948*	*Ch. 266 (B)* *101.1mc* *68kw*						.... *Col.*
DEL RIO							
KDLK 1946	1230 250	Del Rio Bcstg. Co. P. O. Box 1162 1234	Howard	J. A. Clements, p Don R. Howard, g & cm	Edward L. Williams, pd, pmm & sd	Natham M. Brown, ce, n & fd Mary Hayes, wd	St. UP G
DENISON							
KDSX 1948	1220 1,000-D (CP) 950 500 DA-2	Grayson Bcstg. Corp. Denison 3400	LBS	B. V. Hammond Jr., p L. L. Hendrick, vp	Allen Hundley Jr., pd Frank Bailey, ce	John Clift, sd	.... AP Ray.
DENTON							
KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	KBS, LBS Best	Harwell V. Shepard, o & m			.... UP
KDNT-FM *1948*	*Ch. 292 (A)* *106.3mc* *0.76kw*						.... *RCA* .... *GE*
DUMAS							
KDDD 1948	800 250-D	North Plains Bcstg. Corp Box 337 2-5000	Best	Lucian W. Spencer, p & ce	Ken Duke, vp, g & cm & nd Bill Lask, pd & sd	Al Tremble, pmm Jerry Duke, wd	St. AP G
EDINBURG							
KURV 1947	710 250-D	James Cullen Looney Box 480 710	LBS Forjoe	James Cullen Looney, p Allan Dale, g & cm	Jack Moran, pd & nd Albert C. Ryan, pmm & sd	Warren R. Chase, ce Elizabeth Collier, office m	.... UP Ray.
KURV-FM *1947*	*Ch. 285 (A)* *104.9mc* *1kw*						

Note 1: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

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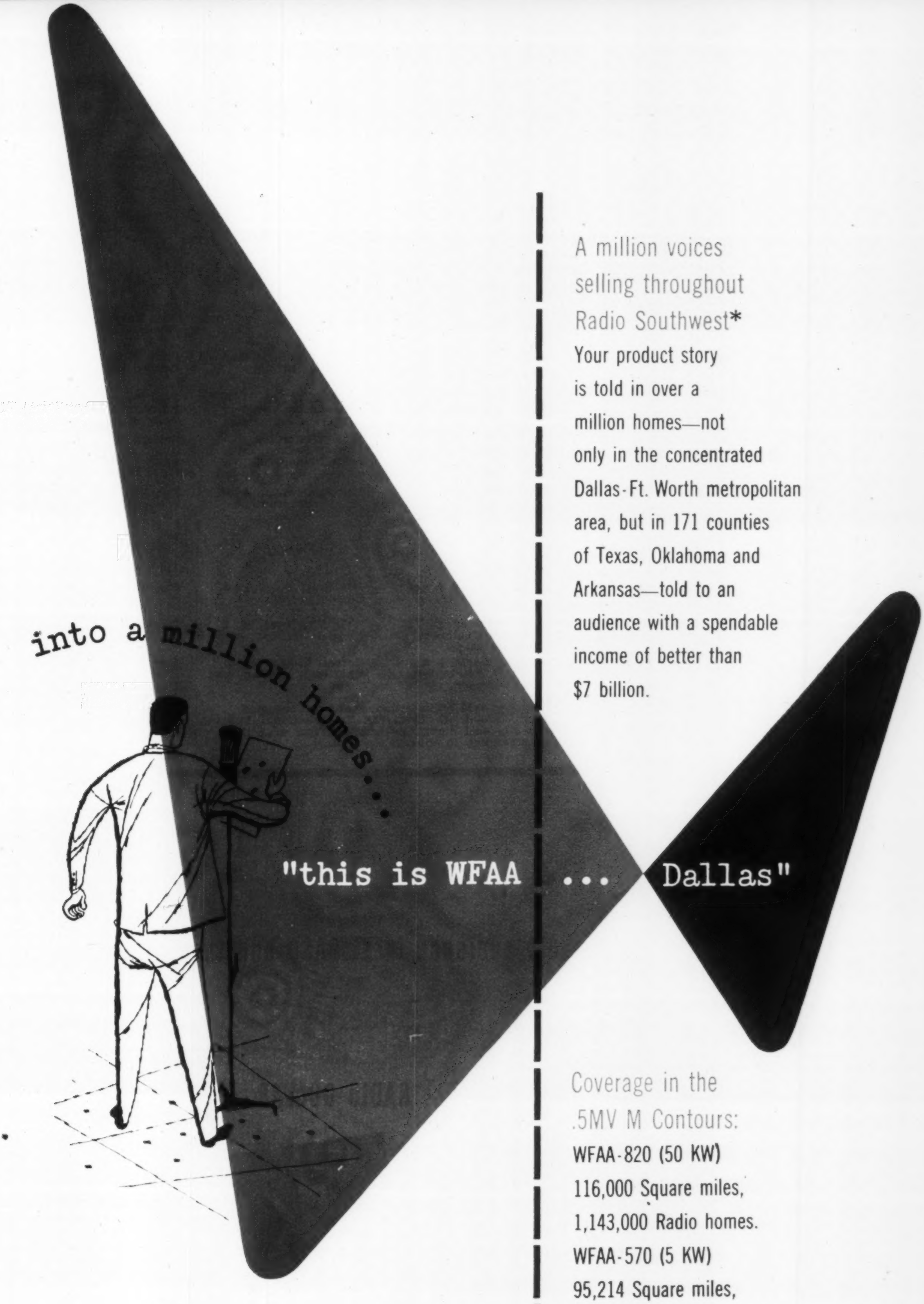
KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION

WHEN you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

NATIONAL REPRESENTATIVES **JOHN BLAIR & CO.**



A million voices selling throughout Radio Southwest*

Your product story is told in over a million homes—not only in the concentrated Dallas-Ft. Worth metropolitan area, but in 171 counties of Texas, Oklahoma and Arkansas—told to an audience with a spendable income of better than $7 billion.

Coverage in the .5MV M Contours:

WFAA-820 (50 KW)
116,000 Square miles,
1,143,000 Radio homes.
WFAA-570 (5 KW)
95,214 Square miles,
964,000 Radio homes.

***Radio Southwest: primary coverage area of**

WFAA-820 WFAA-570

Radio Service of the Dallas Morning News

Martin B. Campbell, Gen'l Mgr.

NBC - ABC - TQN Affiliates

Edward Petry & Co., Inc., National Representatives

XUM

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
EL CAMPO							
KULP 1948	1390 500-D	Wharton County Bcstg. Co., Inc. Box 1390 1390	LBS	Culp Krueger, p Melbadean Wells, gm & wd Horace Wells, cm	Bob Hathaway, pd Joe Miller, ce	Bob Dickson, nd Dick Jones, f & sd	L-W UP Col.
ELECTRA							
KELT 1949	1050 250-D	Oil City Bcstg. Co., Inc. Radio Lane 1051	LBS	A. C. Raines Jr., p Mrs. L. McCowan Chapman, g & cm	(Mrs.) Jean Thompson, pd	Bill Frank Lindsay, ce Myrtle Russell, wd	.... RCA
EL PASO							
KELP 1947	920 1,000-D	Trinity Bcstg. Corp. 106-A Texas St. 3-3658	LBS Pearson	B. R. McLendon, p Dick Weaver, g & cm	Walter Peterson, pd & fd Bob Lindley, pmm & nd	Virgil Cisneros, ce Jane Smith, wd	Cap. UP Ray.
KEPO 1948	690 5,000 DA-2 (CP) 10,000 DA-2	Rowley-Brown Bcstg. Co. 2419 N. Piedras St. 5-2731	ABC Blair	Kenyon Brown, evp Willard L. Kline, gm Nellie Parsons, asst. m	Howard W. Baldwin, cm Cecil Sansbury, pd, pmm & fd E. L. Gemoets, ce	Charles Amador, nd Phil Eakins, sd Joan Carter, wd	L-W, St. UP RCA
KROD 1940	600 5,000 DA-N	Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551	CBS Southwest Taylor	Dorrance D. Roderick, p Val Lawrence, g & cm Ted R. Hunt, pd & nd	T. Wiseheart, pmm & sd E. P. Tal[illegible]utt, ce	Paul R. Stevenson, fd Lenore Dils, wd	Cap. AP RCA
KSET 1949	1340 250	Rio Grande Bcstg. Co. 706 N. Mesa Ave. 3-2693	MBS Inter-Mt. McGillvra	Fred Hervey, p George Thady, gm Don Brooks, cm	Al Islas, pd W. Johnston (western) pd Frederick J. Sheehan, ce	Paul Harris, fd Ed Sullivan, sd Polly Harris, wd	Cap. AP RCA
KTSM 1929	1380 1,000-LS 500-N	Tri State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC Hollingbery	Karl O. Wyler, p & gm Roy T. Chapman, cm Jack Chapman, pd	K. J. Walton, ce Conrey Bryson, nd John Phelan, sd	Patricia Russell, wd	Thes., Wld. UP RCA
FLOYDADA							
KFLD 1951	900 250-D	West Texas Bcstrs. Inc. Ralls Highway 11	KBS Continental Kellar	Ed Holmes, p James E. Stanton, g & pmm & sd	Len Sucher, cm & nd Wayne Robison, pd	Pat Jeter, ce & fd Alma Holmes, wd	.... UP G
FT. STOCKTON							
KFST (CP)	860 250-D	Ft. Stockton Bcstg. Co. 860					
FORT WORTH							
KCNC 1947	870 250-D	Blue Bonnet Bcstg. Corp 705½ Main St. Fortune 7175	Western	J. H. Speck, p & gm J. N. Mullan, cm	Jim Bradley, pd & nd Chester Grubbs, ce	Caroline Drew, wd	Cap. AP Ray.
KCUL 1949	1540 5,000-LS 1,000-N DA-2	East West Bcstg. Co. 3607 Camp Bowie Blvd. Sunset 6555		Jas. G. Ulmer, p W. Bruce Chambers, gm Jerry Hahn, pd	R. L. McAlister, ce Maydell Wallace, office m	Duane Ramsey, nd Tee Casper, sd	Thes. UP ....
KFJZ 1936	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster Edison 3474	MBS Texas State Blair	Gene L. Cagle, p & gm Clyde D. Pemberton, cm Hal Thompson, pd	Forrest Clough, pmm Charles B. Jordan, asst. gm	James T. Peterson, ce Porter Randall, nd Dave Naugle, sd	Wld. AP WE

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Biggest.. radio audience in EL PASO and the El Paso Southwest

Biggest.. value for your RADIO DOLLAR

is delivered by

KROD
5,000 watts 600 K. C.
CBS RADIO NETWORK

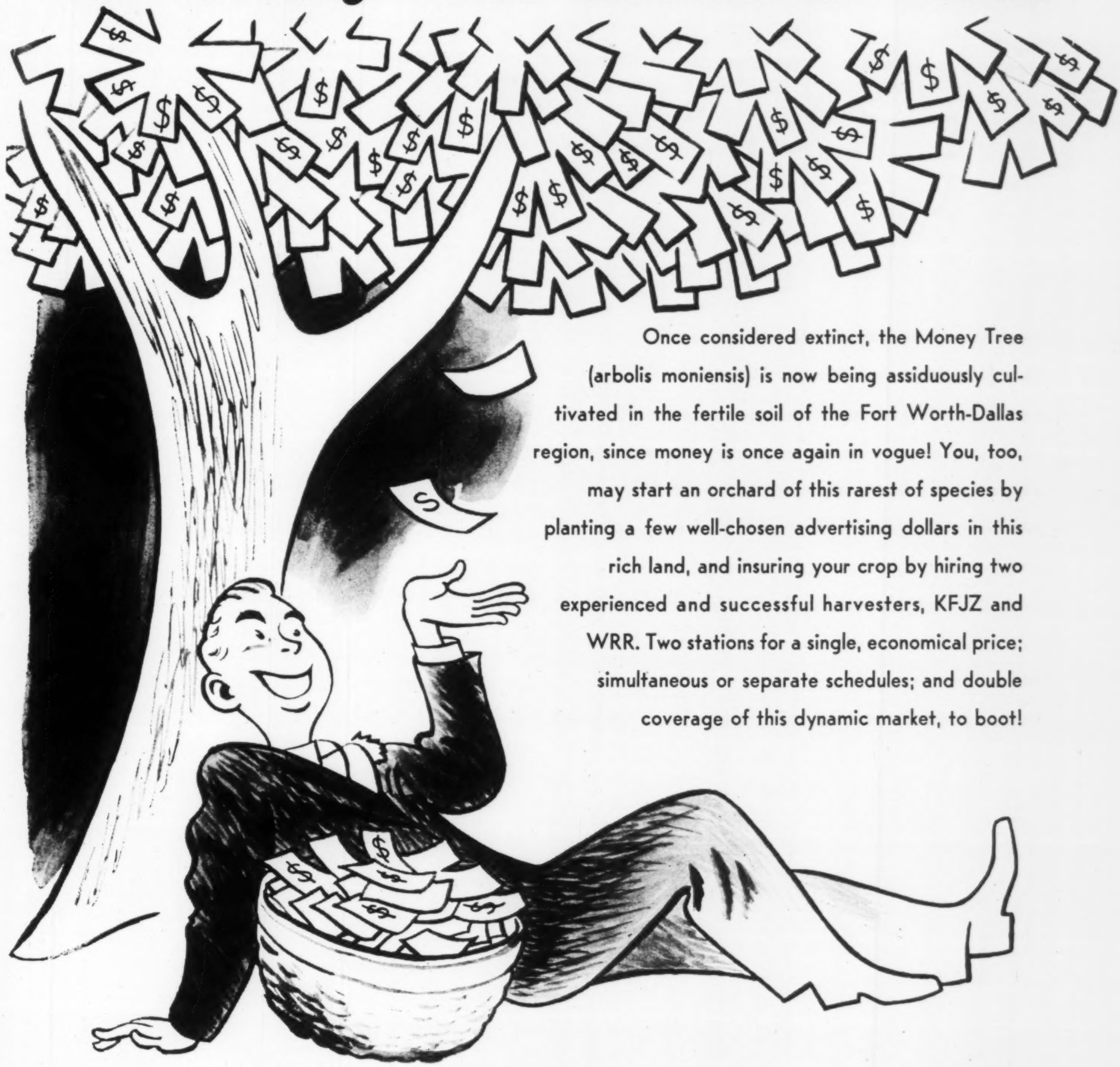
RODERICK BROADCASTING CORP.

Dorrance D. Roderick, Pres.
Val Lawrence, Vice-Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

THE EL PASO SOUTHWEST IS A BILLION-DOLLAR PRODUCING AREA — An American Business Bright Spot

The Money Tree Grows in Texas



Once considered extinct, the Money Tree (arbolis moniensis) is now being assiduously cultivated in the fertile soil of the Fort Worth-Dallas region, since money is once again in vogue! You, too, may start an orchard of this rarest of species by planting a few well-chosen advertising dollars in this rich land, and insuring your crop by hiring two experienced and successful harvesters, KFJZ and WRR. Two stations for a single, economical price; simultaneous or separate schedules; and double coverage of this dynamic market, to boot!

"THE BILLION DOLLAR AUDIENCE"

KFJZ-FT. WORTH **WRR**-DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

TEXAS—(Continued)

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FORT WORTH (Cont'd)							
KWBC 1946	970 1,000-D	Worth Bcstg. Co. 3600 Kimbo Road Valley 5741	MBS Rambeau	P. W. Seward, p Lewis Love, gm Pat McFathers, cm	Dean McClain, pd & nd Charles Hobbie, pmm	Melvin Parsons, ce Dorothy Hill, office m	.... AP ....
KXOL 1947	1360 1,000 DA-N	Fort Worth Bcstg. Co. 1216 Pennsylvania Ave. Edison 1448	LBS Pearson	F. M. Skinner, p Herman K. Clark, gm	Hewel Jones, cm J. R. Crouse, ce	Joe Wills, nd Bill Hightower, sd	.... AP Ray.
[2] WBAP 1922	820 50,000 570 5,000 DA-2 ST-WFAA	Carter Publications Inc. 3900 Barnett St. Lockwood 1981	ABC, NBC Lone Star Free & Peters	Amon G. Carter, p Harold V. Hough, d George Cranston, gm Roy Bacus, cm	Edgar Lally, pd Thaine Engle, pmm & publ. d R. C. Stinson, ce	James A. Byron, nd W. A. Ruhmann, fd Winthrop C. Sherman, sd	Assoc. AP RCA
WBAP-FM *1949*	*Ch. 263 (B)* *100.5mc* *50kw*						
WBAP-TV 1948		Carter Publications Inc. 3900 Barnett St.		(For full information see TELECASTING Yearbook)			
FREDERICKSBURG							
KNAF 1947	1340 250	Gillespie Bcstg. Co. Security Bank Bldg. 311	MBS Best	Walter T. McKay, ptnr. & p	Mrs. Merle Moore, ptnr. & vp Norbert A. Fritz, g & cm, & ce	Roy Herbot, nd Walter Fuhrmann, fd	.... AP G
GAINESVILLE							
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. Box 222 248	KBS	Joe M. Leonard Sr., p Joe M. Leonard Jr., gm Earl Leonard, cm	Jerry Talley, pd, n & fd Charles Cuthrell, pmm Cordell Martin, ce	Frank Fancher, sd Zella Allen, wd	St. AP Ray.
GALVESTON							
KGBC 1947	1540 1,000-LS 250-N DA-N	The Galveston Bcstg. Co Commerce Bldg. 3-4329		James W. Bradner Jr., p & gm Roger Beane, asst. m	Orland Dodson, cm Tom Dawson, pd Jesse Simms, ce	Alec Gifford, nd Johnny Special, sd Frances Kay Harris, wd	.... AP Ray.
KLUF 1922	1400 250	KLUF Bcstg. Co., Inc. 300 Haden Bldg. 5-6676	LBS Rambeau	Orrin Tucker, p Robert J. Savage, gm & nd	Braden E. Clough, pd L. D. Clough, ce	Mrs. E. A. McCluskey, bus. m Wes Perry, sd	Wld. UP RCA
KLUF-FM *1949*	*Ch. 295 (B)* *98.7mc* *8kw*						.... *GE*
GLADEWATER							
KSIJ 1949	1430 1,000-D	C. A. Lee T. W. Apartment Bldg. 516	Best	Douglas Charles Reeh, gm, n & sd J. O. Sisk, cm	Joe Talley, pd Tom Perryman, pmm & fd	Lloyd Johnson, ce Jo Ann Scholes, wd	Cap. UP G
GONZALES							
KCTI 1951	1450 250	Gonzales Bcstg. Co. 425 St. George St. 770	KBS Grant Cooke	Frank Wilson Jr., ptnr., pd, pmm, ce & nd	Lawrence M. Walshak, ptnr., g & cm	David Walshak, f & sd	SES. AP ....
GRAHAM							
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 748 1200		H. V. Newsom, gm	Eugene Turner, pd		SES. ....
GREENVILLE							
KGVL 1946	1400 250	Truett Kimzey Box 1015 2066	MBS, KBS Texas State Pearson	Truett Kimzey, p Leo Hachney, g & cm	Jimmy Jones, pd & pmm Paul Robinson, asst. m	Janet Bush, wd	.... AP ....
HAMILTON							
KCLW 1948	900 250-D	Clyde L. Weatherby Box 592 500		Clyde L. Weatherby, o J. H. Smith, m	H. H. Williamson, cm Al B. Scott, pd	Carl L. Knelly, ce	St. UP Col.
HARLINGEN							
KGBS 1940	1240 250	Harbenito Bcstg. Co. P. O. Box 711 2200	CBS Ra-Tel	McHenry Tichenor, p Troy McDaniel, gm	Dave Bennett, cm Al Beck, ce	Jerry Fisher, nd	Assoc., St. UP WE
KSOX 1951	1530 50,000-LS 10,000-N DA-N	Roy Hofheinz 1519 W. Harrison 3500	MBS Avery-Knodel	Roy Hofheinz, p Gould Beech, gm Allen Dale, asst. m	Joe Keith, pd Bob Bush, ce	Bert Boyd, fd Mary Helen Guerro, wd	.... UP ....
HENDERSON							
KGRI 1947	1000 250-D	Henderson Bcstg. Corp. P. O. Box 1111 4528	Best	Roy B. Cannon, p	Cliff Crawford, m		SES., Wld. UP ....
HEREFORD							
KPAN 1948	860 250-D	Hereford Bcstg. Co. Box 868 860	KBS, LBS Best	Marshall Formby, p Clint Formby, gm Bob Blount, cm	Bob Hess, pd & sd Dennis Surber, ce	Margaret Witherspoon, nd Kathleen Cayler, wd	Thes. UP G
HILLSBORO							
KHBR 1948	1560 250-D	Hill County Bcstg. Co. Hillsboro 594	LBS Best	Ray J. Williams, p Nelson Galle, gm	Fred Weaver, ce J. K. Lane Jr., cm, pd, n & fd	Betsy Williams, wd	SES. UP WE
HOUSTON							
KATL 1947	1590 5,000 DA-N	Texas Bcstrs. Inc. 412 Main St. Preston 3108	LBS Dixie Keller	William Harry Talbot, p King H. Robinson, vp & gm	W. C. Burks, cm Johnny Edwards, pd Bob Keller, pmm	Ed Martin, ce Harry Grier, nd	.... UP G
KCOH 1948	1430 1,000-D	Call of Houston, Inc. 11th Floor, M & M Bldg. Charter 1888	Pearson	Robert C. Meeker, p & gm Fred W. Bates, cm	Bob Henry, pd Harold T. Hazelrigg Jr., pmm	Richard V. Locke, ce	Assoc., Wld UP G
KLEE 1948	610 5,000 DA-2	W. Albert Lee Milby Hotel Preston 1161	Young	Cal Perley, gm Bill Edwards, cm & sd	Noel Pettingell, pd	Harold Weinzel, ce	Wld. UP WH
KNUZ 1948	1230 250	Veteran's Bcstg. Co. P. O. Box 2135 Keystone 2581	Forjoe	Max H. Jacobs, p Dave Morris, gm Jack Healy, cm	Carl Mann, pd & sd June Jones, pmm O. C. Crossland, ce	Luke Hill, nd Walt Colvin, fd	L-W UP G, WE

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It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.....

1 WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.

2 WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.

3 WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951, Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.	WBAP-TV	Sta. B	Sta. C
MONDAY THROUGH FRIDAY 12:00 Noon to 6:00 p. m.	50.3	22.3	27.4
SUNDAY THROUGH SATURDAY EVE. 6:00 p. m.-11:00 p. m.	44.3	36.6	19.0

4 FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

5 MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922

WBAP AM-FM-TV
570 - 820
Channel 5

STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National Representatives

AMON CARTER, *President*
HAROLD HOUGH, *Director*

GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Mgr.*

TEXAS—(Continued)

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HOUSTON (Cont'd)							
KPRC 1925	950 5,000 DA-N	The Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality Petry	W. P. Hobby, p Jack Harris, vp & gm Jack McGrew, cm	Francis Sullivan, pd Marsh Callaway, pmm Harvey Wheeler, ce	Fredora Alexander, pub. d Pat Flaherty, nd Bill McDougall, fd Bruce Layer, sd	Thes. AP RCA
KPRC-FM *1946*	*Ch. 275 (B)* *102.9mc* *57kw*						
KPRC-TV 1949		The Houston Post Co. Lamar Hotel		(For full information see TELECASTING Yearbook)			
KTHT 1944	790 5,000 DA-2	Roy Hofheinz P. O. Box 2161 Keystone 5535	MBS Avery-Knodel	Roy Hofheinz, o & p Bill Bennett, g & cm John Knapp, pd	Lauri Schutt, pmm O. B. Johnson, ce Ray Conaway, nd	Jack Thomas, fd Loel Passe, sd Katie Houston, wd	.... UP G
KTRH 1930	740 50,000 DA-1	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS Texas State Blair	B. F. Orr, p R. F. Herndon Jr., sm Ray E. Bright, slm Thos. B. Jacobs, pd	Louis Simon, pmm Helen A. Bender, traffic m Lester A. Mullan, studio chief	T. L. Hiner, trans. chief Corwin Riddell, nd George Roesner, fd Jim Ross, sd	Wld. AP, INS RCA
KTRH-FM *1947*	*Ch. 266 (B)* *101.1mc* *29.5kw*						.... *GE*
KXYZ 1930	1320 5,000 DA-N	Shamrock Bcstg. Co. Gulf Bldg. Capitol 6151	ABC Lone Star Free & Peters	Glenn H. McCarthy, p Fred Nahas, evp & gm Howard C. Evans, cm	Ted Hills, pd Ednah Forester, pmm Gerald R. Chinski, tech. sup.	George Peters, nd Guy Savage, sd	St., L-W AP, UP RCA
KXYZ-FM *1948*	*Ch. 243 (B)* *96.5mc* *14kw*						.... *GE*
HUNTSVILLE							
KSAM 1938	1490 250	Huntsville Bcstg. Co. P. O. Box 312 666	MBS, KBS	H. C. Bailes, ptnr. & gm M. B. Cauthen, ptnr. James Roy Greer, cm	Ted Lott, asst. m, pmm & nd Don Gulihur, pd	A. W. Strong, ce & fd Charles Scott, sd Mary Ellen Flynt, wd	Cap., SES. AP G
JACKSONVILLE							
KEBE 1947	1400 250	Billy Averitte Laurie Box 1071 2211	KBS	Billy Averitte Laurie, o Mrs. B. A. Laurie, gm pd & wd	Wiley K. Poston, cm Jerry D. Spencer, pmm	Eugene R. Kintz, ce Joseph Mainz, n, f & sd	L-W, SES. UP ....
JASPER							
KTXJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580		Joe J. Fisher, p Mrs. Joe J. Fisher, gm L. B. Herring III, cm	Nida A. Marshall, pd & wd	Fred B. Smith, ce Dan Black, sd	Cap. AP Col.
JUNCTION							
KMBL 1951	1450 100	Kimble County Bcstg. Co.		James E. Calhoun, gm			
KERMIT							
KERB 1950	600 1,000-D DA	Kermit Bcstg. Co. Inc. Highway 302 3481	Melville	George H. Cook, p Victor King, g & cm	James Boultinghouse, pd Eugene Conners, pmm & sd	James Radcliffe, ce Ray Boyd Kilman, nd	L-W UP Ray.
KERRVILLE							
KEVT 1948	1230 250	Kerrville Bcstg. Co.	LBS Best	Dean Turner, m			
KILGORE							
KOCA 1936	1240 250	Oil Capitol Bcstg. Assn., Inc. Box 989 2001	KBS Best	Roy G. Terry, p H. A. Degner, g pmm	James Elamon, pd & sd Karem Soule, ce	Rusty Rusk, nd Mary Pearson, wd	Cap. AP Col.
KINGSVILLE							
KINE 1948	1330 1,000-D	Radio Station KINE Inc. 205 E. King St. 1317	LBS Best	James H. Clement, p Ben A. Glusin, gm Eston R. Pace, s & cm	Andrew W. Cook, pd R. T. Whitaker, ce	Jack Trussell, sd Dorothy O'Brien, wd	Cap. UP Ray.
LAMESA							
KPET 1947	690 250	Lamesa Bcstg. Co. Box 30 671	KBS	R. O. Parker, p Bob Bradbury, gm Clayton Barkhurst, cm	Olene Blewett, pd C. T. Beckham, pmm	E. R. Cornelius, ce LeRoy Colgan, fd	.... AP G
LAMPASAS							
KHIT 1948	1450 250	Lampasas Bcstg. Corp. Box 228 721	KBS, LBS Best	Lee H. Gripon, p Harry Van Slycke, g & cm, n & fd	Ken Fulton, pd & pmm Don Peak, ce	Whit Wheeler, sd	L-W UP G
LAREDO							
KVOZ (CP)	1490 250	Uvalde Bcstrs.					
LEVELLAND							
KLVT 1949	1230 250	Forrest Weimhold P. O. Box 866 1030	Best	Gerald H. Sanders, gm	Joe Garrison, cm		St. AP ....
LITTLEFIELD							
KVOW 1947	1490 250	Southwestern Bcstrs. Box 192 400		J. C. Rothwell, p J. B. McShan, gm	Othell Whitson, pd & wd Jack Duemler, ce & fd	Lloyd Spencer, n & sd	SES. AP G
LONGVIEW							
KFRO 1935	1370 1,000 DA-N	Voice of Longview Curtis Bldg. 411	ABC, KBS Texas State Cooke	James R. Curtis, p			L-W AP RCA
KLTI 1948	1280 1,000-D	Letourneau Radio Corp. P. O. Box 1866 4331	LBS Pearson	R. G. Letourneau, p Lloyd Hawkins, gm Arthur L. Greene, cm	Lawrence Birdsong Jr., pd, n, f & wd	Allen E. Vinson, pmm & sd Kenneth Maxwell, ce	Assoc., St UP GE
KLTI-FM *1948*	*Ch. 290 (B)* *105.9mc* *10kw*						
LUBBOCK							
KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. 1803 Broadway 6348	MBS Pearson	Joe H. Bryant, p & gm George L. Tarter, cm	Bob Sanders, pd Robert L. Snyder, asst. m	Frank Lee, ce Choc Hutcheson, n & fd	Assoc., Wld AP WE
KFYO 1927	1340 250 (CP) 790 5,000-LS 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J. 5567	ABC Lone Star Taylor	Gene A. Howe, p Gordon Thompson, g & pmm Leete Jackson, cm	Noel E. (Bud) Thompson, pd, & nd W. S. Bledsoe, ce Jack Creel, fd	John Kennedy, sd Peggy Bell, wd	Cap., St. AP, UP RCA
KSEL 1946	950 1,000-LS 500-N DA-N	Lubbock Bcstg. Co. 1916 Avenue Q 3-0484	LBS Rambeau	Walter G. Russell, p David P. Pinkston, gm Monroe M. Rochester, cm	Wayne Allen, pd Wes Youngblood, pmm & sd Roger Hively, ce	Bob Nash, nd Lynn Ross, fd Barbara Ashbrook, wd	L-W AP Col.

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KPRC

HOUSTON

1st

In Radio . . . In Television

KPRC ✩ KPRC-TV

Lamar Hotel, Houston

Affiliated with NBC and TQN

W. P. HOBBY, President • **JACK HARRIS**, General Manager

Represented Nationally by EDWARD PETRY & CO.

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
LUFKIN							
KRBA 1938	1340 250	Darrell E. Yates Lufkin	KBS Continental	Darrell E. Yates, o & pmm			
KRBA-FM *1948*	*Ch. 238 (B)* *95.5mc* *2.9kw*						
KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. Co. P. O. Box 701 1420	MBS Lone Star Taylor	R. W. Wortham Jr., p Richman G. Lewin, gm Kenneth Barfield, cm	Royce Christenson, pd Don Phillips, pmm Fred C. Hill, ce	Roger Sizoo, n & sd Hampton Keathley, fd Zaidee Brittain, wd	Wld. AP Ray.
MARLIN							
KMLW (CP)	1010 250-D	Falls County Public Service 106 Commerce St.					
MARSHALL							
KMHT 1947	1450 250	Marshall Bcstg. Co. 109 W. Rusk 7826	MBS, KBS Texas State	F. M. Skinner, p Myrl Stein, gm	Alice C. Becker, pd, pmm & wd	R. L. Clay, ce Bill Merrill, sd	L-W AP Col.
McALLEN							
KRIO 1947	910 1,000 DA-1	Frontier Bcstg. Co. P. O. Box 1551 1700	ABC Texas State Weed	Gene L. Cagle, p Charles B. Jordan, vp Stanley Wilson, mgng. d	Ingham S. Roberts, cm Normand Mann, pd & fd William Meiners, ce	George Scharmen, nd Stuart Graymount, sd Virginia Fenwick, wd	.... UP WE
McKINNEY							
KMAE 1947	1600 1,000-D	McKinney Air Enterprises 218 E. Virginia St. 183		George W. Smith Jr., p Denise Adkins, gm, pd & wd	Melvin Belew, c & pmm C. W. Rampy, ce & nd	Martin Pyle, f & sd	L-W AP ....
MIDLAND							
KCRS 1935	550 5,000-LS 1,000-N DA-2	Clarence & Ruth Scharbauer Scharbauer Hotel Bldg. 2-4393	ABC Texas State Pearson	Clarence Scharbauer, Jr., p J. M. McDonald, gm	G. L. McDonald, cm Doyce Elliott, pd, n & sd	Robert Warren, pmm Tom Yates, ce	Assoc. UP Ray.
KJBC 1950	1150 1,000-D	Jack Cecil Box 1658 4-5152	KBS	Jack Cecil, p, gm & ce Marine White, cm Claude Hainey, pd & nd	Keith Ward, pmm & sd Dorothy Stafford, secy & wd	Did Dwyer, fd	.... UP Ray.
MINERAL WELLS							
KORC 1946	1140 250-D	Raymond W. River 608 N. Oak 319	KBS Best	Raymond W. River, p, g & cm Glenn Duke, pd	Jerry Hickman, ce Olie Carriker, nd	Ken Tucker, sd Thelma Doss, wd	L-W AP Ray.
MONAHANS							
KVKM 1947	1340 250	Monahans Bcstrs. Inc. Radio Center 438	MBS, KBS, LBS South West Cactus Best	Mrs. Charles Stuckey, p William B. Lee, g & cm, n & sd	J. Ross Rucker, pd & fd John Rosenberger, ce	Norma Klinger, wd	Wld. UP G
MT. PLEASANT							
KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. Box 990 915	LBS	Winston O. Ward, p, gm & ce	Ruby Stanley, pd & wd		L-W AP G
NACOGDOCHES							
KOSF 1947	1230 250	Kelly Bell P O Box 8 1230	KBS Continental	Kelly Bell, p J. C. Stallings, gm & pd	Frank Murray, cm & ce Bob Atherton, nd	R. L. Bentley, sd	L-W UP Col.
KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co., Inc. 1509 North St. 860	LBS	Wilbur Courtland Fouts, p, g & cm. & fd George Warwick, pd & pmm	Leroy Morgan, ce W. McMullen, nd	Bob Knocktreet, sd Joan Taylor, wd	Cap. AP G
NEW BRAUNFELS							
KGNB 1950	1420 1,000-D	Comal Bcstg. Co., Inc. 184 Castell 1612		F. T. Wilson, p & gm H. L. Edwards, pd & nd	L. J. Owen, ce Bert Faust, sd	Pat Harmon, wd	Cole, Thes. AP RCA
ODESSA							
KECK 1947	920 1,000-LS 500-N DA-N	Ector County Bcstg. Co. 120 W. 3rd St. 6-5791	Forjoe	Ben Nedow, g & pmm Sol Schmessman, cm Roy A. Elsner, pd	Ray Worsham Jr., ce Tom Rollins, nd Bob Bryon, sd	Mrs. C. Lee, wd	L-W, SES., St. AP
KOSA 1947	1230 250	Odessa Bcstg. Co. 115 W. 6th 6-4301	CBS Southwest Lone Star Taylor	C. L. Trigg, p & gm Jay H. Mehaffey, cm John Vacca, prog. m	Ed Costello, pub. rel., n & sd	James Simpson, ce Margaret McDonell, wd	.... Cap. AP RCA
KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. Crane Hghwy. 6-6871	MBS, KBS, LBS Cactus Best	R. O. Canon, p Jack W. Hawkins, gm Marguerite Larue, sm	Jack Lee, pd Harold Poole, ce	Bob Smith, nd Carlos Clover, sd	Wld. UP WE
ORANGE							
KOGT 1948	1600 1,000 DA-N	Sabine Area Bcstg. Co. Lucas Bldg. 8-4381	KBS, LBS Best	Morris Jacobs, p Rockie Stone, gm	Frank Dusenbury, cm & sd Jerome Oppel, pd	Hulan Smith, pmm Lloyd Vincent, ce	.... Col.

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XUM

PALESTINE							
KNET 1936	1450 250	Palestine Bcstg. Corp. Box 649 8686		B. A. Laurie, p J. D. Norton, g & cm Marvin Crain, pd	LaVeda Norris, pmm Johnnie Kriegel, ce	Lee Downs, nd Don Norton, sd	.... UP Ray.
PAMPA							
KPAT 1951	1230 250	J. C. Daniels Pampa 2511	LBS Pearson	J. C. Daniels, p J. W. Crabtree, gm C. B. Snoddy, cm	Jim Terrell, pd & sd Edward Murphree, ce Dick Post, nd	Harry Kelly, fd Georgia Behrman, wd	Cap. UP G
KPDN 1936	1340 250	Freedom Newspapers Inc. Box 901 1100	MBS Sears & Ayer	Coy C. Palmer, gm Rudy Marti, cm Garth W. Osborn, ce	K. L. Francher, pd, pmm, n & sd Foster Whaley, fd	Billie Pulliam, co-wd Beverly Baines, co-wd	Wld. AP G
PARIS							
KFTV 1950	1250 500-D	Lamar Bcstg. Co., Inc. First National Bank Bldg 166	KBS, LBS Best	Cecil Hardy, p Aubrey T. Harris, gm	Harry J. Porter, cm Norman Butler, pd, n & fd	Stafford E. Davis, ce Frank Bean, sd	SES. UP Col.
KPLT 1937	1490 250	North Star Bcstg. Co. Box 235 1124	ABC Texas State Pearson	Boyd Kelley, p Fred Kincaid, gm Bob Prichard, cm & sd	Will Dickson, pd & nd Paul Daniels, ce Lewis Seibert, secy.	Jeff Methven, fd Donna Anderson, wd	.... AP RCA
PASADENA							
KLVL 1950	1480 1,000-D	Felix H. Morales Pasadena State Bank Bldg. Grand 2-1361		Felix H. Morales, p & gm C. B. Rice, cm	Mrs. Felix Morales secy.-treas. & office m	Victor Lara Ortegen, pd Eugene C. McNally, ce	.... Col.
PECOS							
KIUN 1935	1400 250	Jack Hawkins & Barney Hubbs 316 S. Cedar St. 999	MBS, KBS, LBS Cactus Southwest Best	Jack Hawkins, ptnr., gm & sd Barney Hubbs, ptnr.	David Martin, cm J. V. Davis, bus. m James Hurley, pd	Harry W. Boehnemann, ce Louise Hawkins, wd	.... UP RCA
PERRYTON							
KEYE 1948	1400 250	Great Plains Bcstg. Co. Perryton 5771	MBS	Carl Ellis, p Irvin R. Buchanan, g & cm & fd	Zeb Williams, pd & nd Coy Thompson, ce	Jerry Drennan, sd Mrs. Irvin R. Buchanan, wd	Cap., L-W AP G
PLAINVIEW							
KVOP 1944	1400 250	KVOP, Inc. Veigel Bldg. 1400	KBS MBS	W. J. Harpole, p Kermit Ashby, gm Bill Harrell, cm	Ralph Thorton, pd & sd Tom Field, pmm Wayne Hawkins, ce	Doug Sewell, nd Bob McGrath, fd Yvonne Ragle, wd	.... AP RCA
PLEASANTON							
KBOP 1951	1380 1,000-D	Atascosa Bcstg. Co. Box 247	KBS Best	Ben L. Parker, gm			Cap. SES. ....
PORT ARTHUR							
KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 2-9436	LBS	Socs Vratis, ptnr., gm, ce & sd	Mary A. Petru, ptnr., pd & wd Glenn Hewitt, cm	Hugh McElroy, pmm Hal Parkes, nd Erma Parkes, mus. d	L-W AP G
KPAC 1934	1250 5,000-LS 1,000-N DA-N	Port Arthur College 1515 Lakeshore Dr. 5-7458	MBS Pearson	Marjorie R. Vickers, gm George Crouchet Jr., slm Corinne Enos, pd & wd	Freida Halwe, pmm Morris Glenn Boatright, ce	Glenn Earle, nd Gordon Baxter Jr., sd	.... RCA
QUANAH							
KOLJ 1951	1150 500-D	Orville L. Jenkins Box 566 654	KBS	Orville L. Jenkins, p & gm	Helen Norris, cm Dick Dormier, pd	Lester Agee, ce J. R. Chism, n & sd	.... AP G
ROSENBERG							
KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co., Inc. P. O. Box 832 980		Jim Hairgrave, g & cm & fd	Charley Harrison, pd Delores Jochec, office m	Frank Wood, ce	L-W UP G
SAN ANGELO							
KGKL 1928	960 5,000-LS 1,000-N DA-N	KGKL, Inc. St. Angelus Hotel 6715	ABC Texas State Pearson	Henry C. Ragsdale, p Lewis O. Seibert, gm Bill Williamson, cm	(Mrs.) Jean Welch, pd Jane Bosworth, pmm	William Poteet, ce Bob Milburn, sd	.... AP RCA
KTXL 1947	1340 250	Westex Bcstg. Co. 1901 W. Beauregard 7183	MBS Lone Star Taylor	Armistead D. Rust, p B. P. Bludworth, vp Robert L. McClellan, gm	Walton A. Foster, cm & nd O. L. Sams, traffic & pd Marcus Oquin, pmm & sd	Robert Benson, ce Jerry Blair, fd Nancy Darsey, wd	.... UP WE
SAN ANTONIO							
KABC 1926	680 50,000-LS 10,000-N DA-N	Alamo Bcstg. Co. Milam Bldg. Fannin 3126	ABC Texas State Blair	Gene L. Cagle, p Bill Michaels, sm Earle Fletcher, asst. m	Jim Wiggins, pd & sd Jim Anderson, pmm Joe Haigh, ce	Barclay Russell, nd Monette Shaw, wd	Wld. AP WH
KCOR 1946	1350 5,000-LS 1,000-N DA-2	Raoul A. Cortez KCOR Bldg. Catherdral 1301	McKinney Oakes	Raoul A. Cortez, p & gm William P. Smythe, sta. & cm	Ruth Burleson, exec. secy. Stanton L. Morris, asst. m, pd, n & sd	Kenneth R. Hyman, ce Lalo G. Astol, fd Lydia de Garay, wd	.... AP, UP ....
KEYL(TV) 1950		San Antonio Television Co. Transit Tower Bldg.		(For full information see TELECASTING Yearbook)			
KITE 1947	930 1,000-D	Chas. W. Balthrope 310 Transit Tower Fannin 0335	Pearson	Chas. W. Balthrope, p & gm Alex Coe, cm	Alec Chesser, pd Pearl Brewer, office m John Siercovich, ce	Coit Butler, nd Robert Cutting, fd	L-W AP Col.
KITE-FM *1951*	*Ch. 247 (B)* *97.3mc* *8.2kw*						.... *GE*
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. Inc. 518 W. Houston St. Fannin 5254	McGillvra	Joe Olivares, p L. E. Richards, g & pmm & ce	Fidel Cuellar, pd & nd	Ann Lincoln, exec. secy., & wd	.... UP Col.
KMAC 1926	630 5,000 DA-2	The Walmac Co. 222-224 W. Commerce St. Cathedral 6211	MBS, LBS Texas State	Howard W. Davis, p, g & cm Tony Bessan, pd	Samuel W. Young, pmm Al Knight, ce	Charlie Walker, fd Ted Johnson, sd	.... WE
KISS(FM) *1946*	*Ch. 258 (B)* *99.5mc* *12.87kw*	*(KMAC, AM Affiliate)*					.... *GE*

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SAN ANTONIO (Cont'd)							
KONO 1927	860 5,000-LS 1,000-N DA-N	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, p Jack L. Pink, gm Bob A. Roth, asst. m	James M. Brown, cm Bob Jenkins, pd Jack Roth, pmm	George Ing, ce Ray Hunt, nd Blake McCreless, fd	Cap. AP RCA
KONO-FM *1948*	*Ch. 225 (B)* *92.9mc* *4.4kw*						.... *GE*
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. Ave. E at 3rd St. Garfield 1251	CBS Lone Star Free & Peters	Frank G. Huntress Jr., p Charles D. Lutz, g & cm Harold H. Carr, pd	W. G. Egerton, ce Moulton Kelsey, nd	Dick John, sd Sylvia Kelsey, wd	Assoc., Mac AP, UP RCA
KTSA-FM *1947*	*Ch. 268 (B)* *101.5mc* *15kw*						
WOAI 1922	1200 50,000	Southland Industries, Inc. P. O. Box 2641 Garfield 4221	NBC Texas Quality Petry	Hugh A. L. Halff, p Arden X. Pangborn, gm Rex Preis, cm W. Perry Dickey, prog. m	Bill Shomette, pd Dallas Wyant, sls. pmm Charles L. Jeffers, d of engrg.	Justin R. Duncan, pub. rel. d Henry Howell, nd Bill McReynolds, fd	Cap., St. AP, UP, INS RCA
WOAI-TV 1949		Southland Industries, P. O. Box 2641		(For full information see TELECASTING Yearbook)			
SAN MARCOS							
KCNY 1948	1470 250-D	Central Bcstg. Co., Inc. P. O. Box 32 888	KBS, LBS Best	Ed C. James, p Tom C. Fleet, gm, n & sd	Ronald C. Ives, cm Ernest Wood, pd	Sonny Stewart, pmm Rosie Neal, wd & publ. d	L-W UP Col.
SEGUIN							
KWED 1948	1580 1,000-D	Weldon Lawson, Garfield Kiel 200 S. Camp St. 1580	Best	Garfield Kiel, gm	Stan McKenzie, sta & cm	Henry Lehnhoff, pd	L-W ....
SEYMOUR							
KSEY 1950	1230 100	W. C. Moss, Jr. Box 295 60	KBS Best	W. C. Moss Jr., p, g & cm, & nd	Hugh E. Neeld, pd Hal Fees, sd	Elizabeth Moss, wd	L-W AP G
SHAMROCK							
KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620	LBS, KBS Best	James D. Abbott, p	Farrell M. Brooks, cm & ce		Cap. .... WE
SHERMAN (Denison)							
KRRV 1936	910 1,000 DA-1	Red River Valley Bcstg. Corp. Box 665 (Sherman) 201 (Sherman) Box 94 (Denison) 423 (Denison)	MBS Texas Pearson	G. H. Wilcox, p Tom Spellman, gm (Sherman) W. E. Wilcox, gm (Denison)	Van C. Hutto, cm (Sherman) Earl Ellington, pd, pmm & nd	Tom Johns, ce Ralph Mills, fd George Vance, sd Dorothy Cox, wd	Assoc., Wld. UP WE
KTAN 1947	1500 250-D	Sherman Bcstg. Corp. P. O. Box 661 2910	KBS Best	Charles L. Cain, o, cm, pmm & ce O. E. Smith, p Bill Jaco, gm	Jim Shelton, pd Mrs. Jessie Moe Cain, secy.-treas.	Walter Vaughn, n & sd Ed Tolson, fd Carol Rogers, wd	.... AP Ray.
SNYDER							
KSNY 1949	1280 500-D	John Blake Box 1468 1280	LBS Best	John Blake, o	Charles R. Wolfe, gm, pd & ce		L-W UP RCA
STAMFORD							
KDWT 1947	1400 250	David W. Ratliff Stamford 1400	MBS, KBS, LBS	David W. Ratliff, p & gm Paul L. Singer, c & pmm & sd	J. R. Aker, pd O. P. Davis, ce	George Morey, n & fd Mrs. D. W. Ratliff, wd	.... AP WE
STEPHENVILLE							
KSTV 1947	1510 250-D	Galen O. Gilbert & J. R. Kincaid 135 Belknap St. 950	KBS Best	Galen O. Gilbert, p & gm Bill George, c & pmm & sd	Jack Reeves, pd & nd James Groves, ce	Elnora Gilbert, wd	St. UP ....
SULPHUR SPRINGS							
KSST 1947	1230 250	Hopkins County Bcstg. Co. Radio Road 1230	MBS, KBS Best	W. E. Bradford, p, gm & ce Clovis Pinion, cm	B. J. Morris, pd Tom Brubaker, pmm, f & sd	Margaret Thomas, n & wd	.... AP G
SWEETWATER							
KXOX 1939	1240 250	Radio and News, Inc. Roby Hiway 70 4655	MBS, KBS Best	J. S. McBeath, p J. Harley Hubbard, gm Elwood Fritsch, cm	Al Cobb, pd & nd J. T. Allen, ce	Ed Alexander, sd Sally Test, wd	St. UP RCA
TAYLOR							
KTAE 1948	1260 1,000-D	KTAE, Inc. 121 E. Second St. 1260	Best	Gillis Conoley, p & gm John M. Wehby, cm	Bob Heller, pd & nd Bob Mitchell, pmm	Gordon W. Rainey, ce	Wld. UP Ray.
TEMPLE							
KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. 3rd St. 3-5252	MBS	Frank W. Mayborn, p	Burton Bishop, gm	Curtis Casey, ce	L-W UP RCA
KTEM-FM *1948*	*Ch. 298 (B)* *107.5mc* *1.9kw*						
TERRELL							
KTER 1950	1570 250-D	Terrell Bcstg. Corp. Terrell 1710		Paul A. Wnorowski, p & gm	Joe Mac Lemons, cm Dean Tiller, pd Louis Howard, pmm & sd	Martin Pitts, ce & fd Ruby Johnson, wd	SES. UP G

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TEXARKANA

KCMC	1230	KCMC, Inc.	ABC	Frank O. Myers, gm	Joe McKinney, nd	Hal McWilliams, sd	Assoc., L-W
1932	250	315 Pine St.	Texas State	Harvey Robertson, ce			AP
		3-5161	Taylor				WE
KCMC-FM	*Ch. 251 (B)*						
1945	*98.1mc*						
	40kw						
KTFS	1400	Texarkana Bcstg. Co.	LBS	David M. Segal, p & gm	Casey Strong, pmm	Bill Mitchel, nd	Wld.
1946	250	409½ State Line Ave.	Cotton Belt	Thomas Alford, cm	Thomas McFaddin, ce	Ernest Hackworth, fd	UP
		35-123	Devney	Les Eugene, pd & sd			Col.

TEXAS CITY

KTLW	920	Texas City Bcstg. Service	KBS	Lynn Pentony, m			....
1948	1,000-D	Show Boat Theatre Bldg					UP
		5-4418					....

TYLER

KGKB	1490	Mrs. Lucille Buford	MBS, KBS	(Mrs.) Lucille Buford, p	Ed Smith, pd & fd	John Lenox, sd	Wld.
1930	250	115 S. College	Pearson	Marshall H. Pengra, g & cm	Hudson Collins, ce	Bonnie Lenox, wd	AP
		2-3875			Sam Matthews, nd		RCA
KTBB	600	Blackstone Bcstg. Co.	LBS	S. H. Bothwell, d	Donald J. Tausch, pd & nd	Bob Murcock, fd	L-W
1947	500-LS	Blackstone Hotel	Lone Star	M. E. Danbom, g & pmm	R. A. Wileman, ce	Richard Wheeler, sd	UP
	1,000-N DA-N	4-7278	Taylor	William Hill, cm			WE

UVALDE

KVOU	1450	E. J. & W. J. Harpole	MBS	E. J. Harpole, gm	Burney Jones, pd	Les Miller, nd	....
1947	250	1450 Batesville Rd.	Best	Joe Watson Jr., c & pmm, f & sd	Bob Hicks, ce	Mrs. E. J. Harpole, wd	UP
		717					G

M + P = R

market plus performance equals results

WOAI serves San Antonio, the nation's fastest growing major city and the multi-billion dollar Southwest, the expansion hotspot of the world!

WOAI is the leader in audience day and night (See Hooper, BMB, etc.) 767,365 families listen to WOAI every week.

More advertisers are getting more business through WOAI than ever before! They should —*WOAI is the Southwest's most powerful advertising influence.*

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC - TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
VERNON							
KVWC 1939	1490 250	Northwestern Bcstg. Co. 1813 Wilbager St.	MBS, KBS Clark	W. R. Hixon, gm	Harold Burdick, cm		
VICTORIA							
KNAL 1949	1410 500 DA-N	Victoria Bcstg. Co., Inc. 120 E. Forrest 1410	LBS Best	Truman Belcher, p Vernon Townsend, g, c & pmm	George Slocum, pd & nd Douglas Smith, ce	Dan Keough, sd Dottie Dotson, wd	Cap., SES. UP Col.
KVIC 1950	1340 250	KVIC Bcstg. Co. Victoria Bank & Trust Bldg. 1106	MBS	J. G. Long, p Bob Tharp, gm Dick Lewis, pmm	Jim Traber, cm, pd, n & sd Bob McCown, ce	Cliff Berkman, fd Agda Tharp, wd	Wld. UP WE
WACO							
KWTX 1945	1230 250	KWTX Bcstg. Corp. 108½ S. Sixth St. 3-7331	MBS McKinney	M. N. (Buddy) Bostick, p J. M. Brinegar, cm	Chuck Hinkle, pd & sd Robert Walker, pmm	Lester Grubbs, ce Bob Martin, nd	Wld. AP WE
WACO 1922	1460 1,000 DA-N	Frontier Bcstg. Co. Amicable Life Bldg. 2-6571	ABC Texas State Weed	Gene L. Cagle, p	Charles B. Jordan, vp	R. E. Lee Glasgow, gm	

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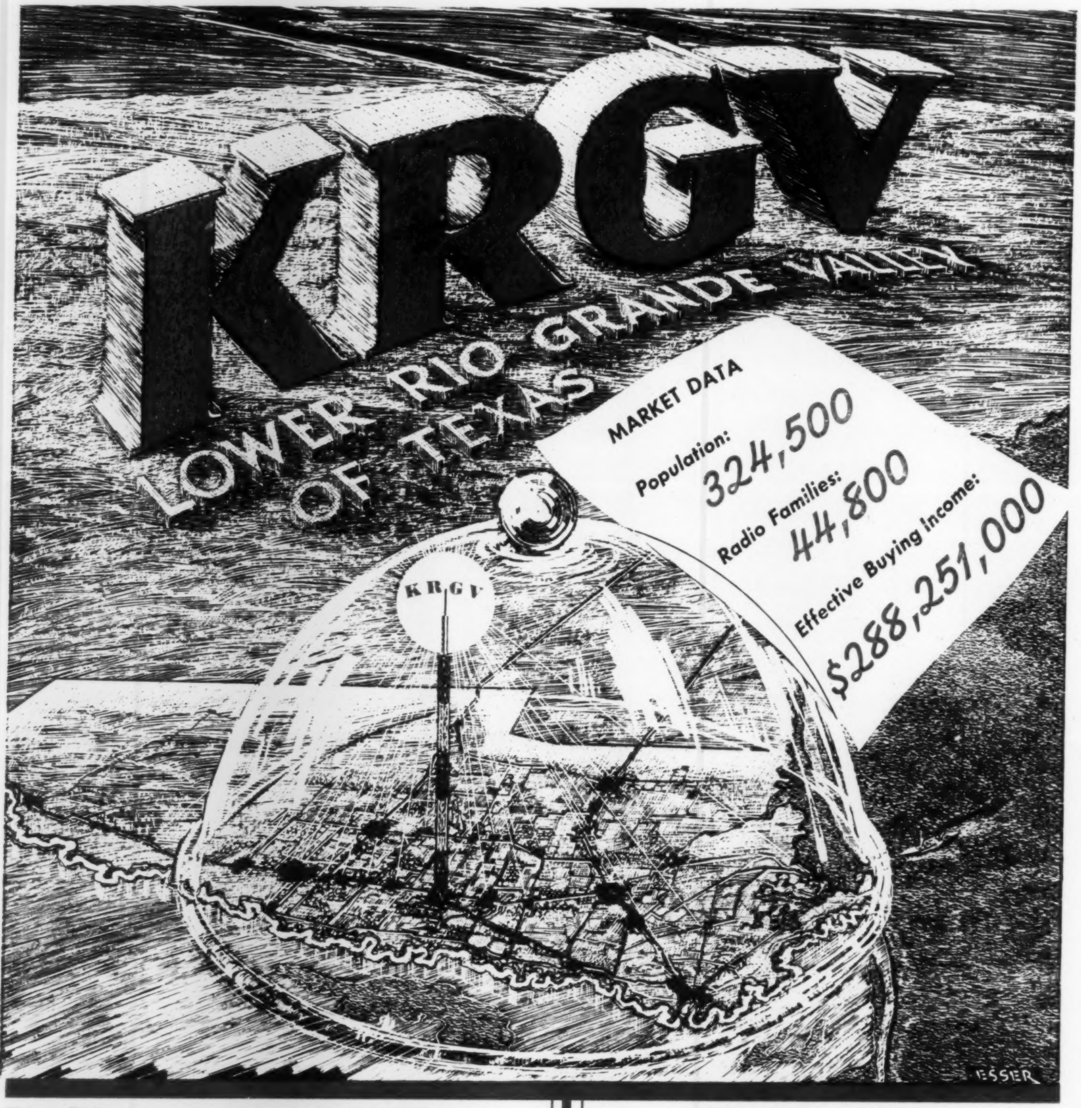
*FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.*


KRGV
LOWER RIO GRANDE VALLEY OF TEXAS
MARKET DATA
Population: 324,500
Radio Families: 44,800
Effective Buying Income: $288,251,000
KRGV
ESSER

For 24 years . . . the LEADER in
- NEWS
- PROGRAMMING
- PUBLIC SERVICE
- MERCHANDISING and PROMOTION

Weslaco, Texas
NBC • 5000 WATTS • 1290 KC • LSC
For ALL the FACTS call your
O. L. TAYLOR CO. man

WESLACO							
KRGV 1927	1290 5,000 DA-N	Taylor Radio & Television Corp. 201 Border 375	NBC Lone Star Taylor	O. L. (Ted) Taylor, p Byron W. Ogle, gm Aubrey Jackson, cm	James D. Cook, pd Ted Cressner, pmm O. Lewis Hartwig, ce	Bob McDonald, n & sd Ron Jansen, fd Sallye Jones, wd	L-W, SES. AP, UP RCA
WICHITA FALLS							
KFDX 1945	990 10,000-LS 1,000-N DA-2	Wichita Radio & Television Co. City National Bank Bldg. 2-8668	ABC Lone Star Taylor	D. A. Cannan, p & gm Howard H. Fry, vp & pmm M. P. Hood, pd	Mott Johnson, natl. slm John Adams, ce	Herb Debelle, n & sd Ann King, wd	SES., Wld. UP RCA
KTRN 1949	1290 5,000-LS 1,000 N-DA-N	Texoma Bcstg. Co. 917½ Scott 2-5214	MBS Pearson	Houston Harte, p A. Boyd Kelley, gm Sidney Allen Grayson, cm & sd	Bill Edgar, pd Robert A. Harmon, ce Billie Foreman, traffic d	Bill Richie, nd Glen Shelton, fd	Cap. AP Col.
KWFT 1939	620 5,000 DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 4181	CBS Texas State Blair	Kenyon Brown, p Charles E. Clough, gm Sam H. Bennett, cm	Blaine Cornwell, pd A. L. Pierce, pmm Herbert T. Wiley, ce	Pat Halverson, nd Gerry Wright, wd	St. UP RCA
KWFT-FM *1948*	*Ch. 260 (B)* *99.9mc* *9.7kw*						

UTAH

BRIGHAM							
KBUH 1947	800 250-D	Revella M. Bone 948 W. Forrest St. 948	Continental	Revella M. Bone, p Wade M. Ebeling, g & cm Wes Vernon III, pd & fd	Don Reber, pmm & nd S. L. Stephens Jr., ce	Jerold Speth, sd Doris Bankson, wd	L-W, St. UP ....
CEDAR CITY							
KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. El Escalanta Hotel 398	CBS Intermountain	Ivor Sharp, p Arthur L. Higbee, g & pmm & nd	Walter V. Lowe, slm Beth Talbot, pd George E. Jenson, ce	Eddie Peterson, sd Mona T. Higbee, wd	Wld. .... GE
LOGAN							
KVNU 1938	610 1,000 DA	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS, KBS Don Lee Intermountain	Herschel Bullen, p Reed Bullen, g & pmm, n & fd	A. George Raymond, cm Thomas Wayman, pd DelMonte Olesen, ce	Paul Coburn, sd Leah Merrill, wd	Wld. UP Col.
MURRAY							
KMUR 1948	1230 250	Oral J. Wilkinson 4646 S. State St. 1360	Tri-City Webb Biddick	Oral J. Wilkinson, o Bob Davies, gm & sd Howard Pingree, cm	Mitzi Patterson, pd & wd Win Neiman, pmm	Fred Weibell, ce	Cap., L-W UP G
OGDEN							
KLO 1925	1430 5,000 DA-1	Interstate Bcstg. Corp. Hotel Ben Lomond 5721	MBS Intermountain Avery-Knodel	(Mrs.) Edris Glasmann, p George C. Hatch, gm	C. W. Lowder, sm & pd Paula McCune, pmm	Wayne T. Booth, ce Doug Stringfellow, nd	Wld. UP ....
KOPP 1947	730 1,000-D	KOPP Inc. West 12th St. 3-3124	KBS United	G. Stanley Brewer, p King Harmon, gm & sd	C. Lamar Fagg, cm Charles Gropp, pd & fd	George Bell, pmm Wayne Moss, ce	L-W ....
KVOG 1948	1490 250	United Bcstg. Co. P. O. Box 325 2-7535	Tri-City Webb Biddick	Arch G. Webb, p, g & cm Helen Backman, pd, n & wd	David B. Affleck, pmm & sd	Ronald Leavitt, ce	St. AP WE
PRICE							
KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS, KBS Intermountain Avery-Knodel	Jack Richards, p, g & cm	Carl P. Wolfrom, pd & pmm	Leo E. Reid, ce	.... UP ....
PROVO							
KCSU 1947	1400 250	Central Utah Bcstg. Co., Inc. P. O. Box 550 2802	ABC, Tri-City Rocky Mtn. Webb Biddick	Frank A. Van Wagenen, co-o, p & cm	Harold E. Van Wagenen, co-o, vp & pmm Dallin H. Oaks, ce	Dale Brown, n, f & sd Mary Killpack, wd	.... UP ....
KNEU 1949	1450 250	Mid Utah Bcstg. Co. 307 S. 17th West 4060	LBS United Continental	Lester R. Taylor, p S. Garn Carter, g & cm Robert Brock, pmm & nd	J. D. Jones, pd & sd Larry A. Steppe, ce	Richard Homes, fd Jen Johnson, wd	
KOVO 1939	960 1,000 DA-N	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS Intermountain Avery-Knodel	Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm	James Lawrence, pd & sd Robert Chambers, pmm	Lovell Killpack Jr., ce LeGrande Young, n & fd	Wld. UP RCA
RICHFIELD							
KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 620	Intermountain Avery-Knodel	William L. Warner, p Frank Peacock, gm	Art Tucker, slm	Lynn L. Meyer, natl slm	Wld UP ....
SALT LAKE CITY							
KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co., Inc. 143 S. Main St. 4-3561	MBS Intermountain Avery-Knodel	George C. Hatch, p Thomas H. Anderson, g & cm Jack S. Paige, pd	Jack Goodman, pmm W. D'Orr Cozzens, ce Lynn L. Meyer, natl. slm Paul Sullivan, nd	Stan Farnsworth, fd Mal Wyman, sd Gordon Owen, wd	.... UP ....
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & Television Corp. 143 S. Main 5-2991	NBC Blair	S. S. Fox, p & gm Easton Woolley, evp	Holly Moyer, natl slm Emerson Smith, pd	Del Leeson, pmm J. M. Baldwin, ce	Assoc., Thes. UP, INS RCA
KDYL-FM *1947*	*Ch. 254 (B)* *98.7mc* *0.9kw*						
KDYL-TV 1948		Intermountain Bcstg. & Television Corp. 143 S. Main St.		(For full information see TELECASTING Yearbook)			
KNAK 1945	1280 1,000-LS 500-N DA-N	Granite District Radio Bcstg. Co. 1042 S. 6th West 4-3685	LBS United Forjoe	Howard D. Johnson, p Thomas M. Ivory, resident m & nd	Richard I. Nicholes, cm Eldon Walton, pd Lyle Wahlquist, ce	R. M. Johnson, fd Donna Williams, wd	.... UP ....

UTAH—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SALT LAKE CITY (Cont'd)							
KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main 5-4641	CBS Radio Sales	Ivor Sharp, evp C. Richard Evans, vp & gm Eugene M. Halliday, sm	Alfred Biorge, slm Joseph A. Kjar, pd Wayne Kearl, pmm	Curtis Neilson, ce Paul Royall, n Elvon Orme, fd	SES., Wld. AP, UP WE
KSL-FM *1946*	*Ch. 262(B)* *100.3mc* *5.9kw*						
KSL-TV 1949		Radio Service Corp. of Utah 145 Motor Ave.		(For full information see TELECASTING Yearbook)			
KUTA 1938	570 5,000 DA-1	Utah Bcstg. & TV Co. 29 S. State St. 3-2737	ABC Rocky Mtn. Hollingbery	Frank C. Carman, p Ray Fadel, sm & pd S. John Schile, cm	Allen Thomas, pmm C. Wendell Bell, ce Hal Zogg, nd	Hal Callipriest, fd Bill Thompson, sd Jeanne Malstrom, wd	St. UP G
VERNAL							
KJAM 1947	1340 250	Uintah Bcstg. Co. 120 E. Main 494	KBS Grant	James C. Wallentine, p Lee Walker, gm, n & wd	Grant Parry, cm Buchanan S. Fulmore, pd & fd	Wallace D. Raker, ce	.... UP ....

VERMONT

BRATTLEBORO							
WTSA 1950	1450 250	Granite State Bcstg. Corp. 155 Front St., Manchester, N. H. 4-4075	Granite Bolling	W. J. Barkley, p W. F. Rust Jr., gm	P. G. Terhune, cm James Simmons, pd	Joseph Rich, ce	.... UP ....
BURLINGTON							
WCAX 1927	620 5,000 DA-2	WCAX Bcstg. Corp. 135 Main St. 3-3437	CBS New England Weed	C. P. Hasbrook, p J. D. Swan, m Milton Slater, pd	James Tierney, ce Thomas Braine, loc. slm Lawrence William, nd	Toney Adams, sd Carol King, wd	Wld. UP G
WJOY 1946	1230 250	Vermont Bcstg. Co. 633 Main St. 45774	ABC Rambeau	David W. Howe, p A. E. Spokes, g & cm Dick Burt, pmm	John Quill, ce Ben Oman, nd Val Carter, fd	Frank Balch, sd Wynne Casey, wd	.... AP RCA
MONTPELIER							
WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. Union Mutual Bldg. 1740	Grant Borgatti	Charles W. Grinnell, p & gm	Robert Bannon, pd Gerald Marcotte, ce	Elliot Page, sd Elizabeth Byrne, wd	L-W AP Col.
RUTLAND							
WHWB 1949	1000 1,000-D	Central Vermont Bcstg. Corp. 24½ Center St. 3200		(Mrs.) Vena M. Bates, p & gm	Lewis L. Carter Jr., pd & pmm Thomas Kibbe, nd	Richard Westervelt, f & sd Shirley Neilson, wd	Cap. AP Ray.
WSYB 1930	1380 1,000 DA-N	Philip Weiss Music Co. 35 Washington St. 1247	MBS, KBS Yankee McGillvra	Philip Weiss, p	J. H. Weiss, g & cm Ken Ellis, pd	N. K. Ramson, ce	Thes. UP Col.
ST. ALBANS							
WWSR 1941	1420 1,000-D	Vermont Radio Corp. 78 N. Main St. 1390	Walker	Lloyd E. Squier, o & gm	Warren C. Marsden, cm Stuart Perry, p & pmm	Theodore Boisvert, ce Robert Leavitt, nd	Wld. UP Col.
ST. JOHNSBURY							
WTWN 1949	1340 250	Twin State Bcstrs. Inc. Concord Ave. 2344	KBS McGillvra Borgatti	E. Dean Finney, p & gm Richard M. Adams, asst. m Gerald D. Johnson, ce	Kenton R. Mudgett, pd & fd George Peterson, n & sd	April Walters, co-wd Marjorie Dow, co-wd	L-W, SES. UP Ray.
WATERBURY							
WDEV 1931	550 1,000 DA-2	Lloyd E. Squier 8 Stowe St. 400	MBS Yankee Bannan Walker	Lloyd E. Squier, p, g & cm Thomas Dodd, pd & nd	Warren Chase, ce Craig S. Parker, pmm	Harold Grout, fd Virginia Dodd, wd Ted Powers, sd	Wld. UP RCA

VIRGINIA

ALEXANDRIA							
WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. Virginia Theatre Bldg. Overlook 3000		Carl L. Lindberg, p, g & cm	Ed Hudson, pd	Barbara Power, traffic m	.... AP G
ARLINGTON							
WARL 1946	780 1,000-D	Northern Virginia Bcstrs. Inc. 5232 Lee Highway Owens 7800	Forjoe	Lou Poller, p Raymond W. Baker, vp & gm William W. Jefferay, cm	Ray Armand, pd, n, f, s & wd Cy Blumenthal, treas. & pmm	Stephen Hart, ce	Cap. AP WE
WARL-FM *1948*	*Ch. 286 (B)* *105.1mc* *2.9kw*						
WEAM 1947	1390 5,000 DA-1	WEAM Inc. Radio Bldg. Owens 7100	MBS Cooke	Harold H. Thoms, p Howard Stanley, g, c, & pmm Wayne Farrell, pd	Edward Atkinson, ce Buddy Kling, pub. rel. d John Cooley, mus. d Tom Frawley, nd	Matthew Warren, fd Nat Allbright, sd Sue Sherwood, wd	.... AP Col.
BEDFORD							
WBLT 1950	1490 250	Bedford Bcstg. Corp. P. O. Box 406 8245	MBS	A. P. Marsh Jr., p, gm & ce	J. E. Synan, vp, secy., bus. m & nd	R. A. Owen, vp, treas. pmm & fd R. A. Scott Jr., pd	St. AP G
BLACKSTONE							
WKLV 1947	1490 250	Nattoway Bcstg. Co., Inc. Community Bldg. 478		J. L. Manson Sr., p David M. Platt, g & cm, pd., pmm & nd	Sanford Terry, ce	Joe Salvi, sd Julia Starkey, wd	L-W AP G
BRISTOL							
WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Hotel General Shelby North 3560		J. Fey Rogers, p & slm Robert H. Smith, vp, treas. & gm	Francis Russell, prog. sup. & sd R. V. Robinson, tech. sup.	Frank Spaulding, prom. sup. Jerry Donovan, fd Alice Friberg, wd	Assoc. Cole Wld. AP, UP Ray.
WFHG 1947	980 1,000 DA-N	Bristol Bcstg. Co., Inc. Hotel Bristol North 3620	MBS Walker	W. C. Nininger, p W. L. Nininger, gm	Jack Martin, cm & sd Rex Raney, pd & nd	John Hughlett, ce	Thes. UP G

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EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

COVERAGE? Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than $900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

RATINGS? Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations *combined*, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be *even greater*.

NETWORK? Check KSL. Its network is CBS Radio.

MERCHANDISING? Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

PRESTIGE? Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

MORAL? Check KSL from every angle. You'll find it measures up as the biggest value — *your best buy* — in Intermountain America.

SALT LAKE CITY

50,000 WATTS

Represented by CBS Radio Spot Sales

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CHARLOTTESVILLE							
WCHV 1933	1240 250	Barham & Barham Rose Hill Dr. 2-5121	ABC McGillvra	Charles Barham Jr., p Robert C. Walker, g & cm R. G. Sketchley Jr., pd	Charles H. Smith Jr., loc. sls rep. Walter Gray, ce Jean Lindsay, nd	Norman Kelsey, fd Garry Donovan, sd Nancy Goodrich, wd	Wld. AP Ray.
WINA 1949	1280 1,000-D	Charlottesville Bcstg. Corp. 4th & Main St. 2-6177	LBS Devney	Thomas M. Carruthers, p, g, c & pmm	Charles W. Freeman, pd Lawrence Kennedy, ce	Edward Desmond, nd Don LeFebre, sd	St. UP Ray.
CLIFTON FORGE							
WCFV 1950	1230 250	Clifton Forge Bcstg. Corp. Clifton Forge 2147	MBS	John H. Wilson, p, gm & ce	Nancy M. Johnson, cm	Donald J. Tucker, pd	SES., St. AP WE
COVINGTON							
WKEY 1951	1340 250	Earl M. Key 204½ Main St. 8351	ABC Devney	Earl M. Key, o & gm Kenneth Bryant, cm	Willis M. Shawver Jr., pd, pmm & nd Clinton J. Lewis, ce	Jim Termine, sd Jo Spaar, wd	Thes. UP WE
CREWE							
WSVS 1947	800 1,000-D	Southern Virginia Bcstg Corp. 117 Carter St. 5000		C. S. Willis, p & ce John E. Sadler, gm & sd	Freeman H. Stewart, asst. m	Brown Hofler, slm	Wld. AP ....
WSVS-FM *1949*	*Ch. 284 (B)* *104.7mc* *14kw*						
CULPEPER							
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Radio Bldg. 8338	MBS, KBS	Ira C. Hopkins, p John T. Rogers, g & cm Woody Powell, pd & pmm	Robert R. Delaney, ce & sd	Henry Dornhuber, fd (Mrs.) Martha Ross, wd	St. UP G
DANVILLE							
WBTM 1930	1330 5,000-LS 1,000-N DA-N	Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350	ABC Hollingbery	L. N. Dibrell, p Edward Gardner, asst. m	E. M. Hurd, cm Milton N. Adams, pd Lyle C. Motley, ce	John Parker, n & fd William Howard, sd Vivien Jackson, wd	L-W AP RCA
WBTM-FM *1947*	*Ch. 250 (B)* *97.9mc* *32kw*		*LBS*				.... *Fed.*
WDVA 1947	1250 5,000-LS 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Nat'l. Bank Bldg. 5300	MBS Burn-Smith Clayton	John D. Pruitt, p Emerson J. Pryor, vp & gm Stover J. Morris Jr., cm	Richard Campbell, pd William Sandefur, pmm Rush Sawyers, ce Charles Craig, nd	Frank Raymond, fd Earl Stogner, sd Milli Willeford, wd	Assoc. UP Col.
EMPORIA							
WEVA(FM) *(CP)*	*Ch. 261 (A)* *100.1mc* *0.79kw*	*Stone Bcstg. Corp.* *P. O. Box 588*		*Maxey E. Stone, p & gm*	*Harris L. Umstead, cm*	*Elton Short, ce*	*Thes* *AP* *RCA*
FALLS CHURCH							
WFAX 1948	1220 250-D	Lamar A. Newcomb P. O. Box L 0900	Metropolitan Forjoe	Lamar A. Newcomb, p & gm Bill Belton, cm	Genevieve Newcomb, pd Ed Case, pmm Emmett Murphy, ce	Richard Fanning, nd Warren Orr, sd Dorine Barbash, wd	Thes. UP G
FARMVILLE							
WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. Third St. 870	LBS Clark	Carla B. Keys, o & gm Charles R. Maillet, m	John D. Wilson, pd & sd	Charles K. Chrismon, ce	Cap. UP Ray.
FREDERICKSBURG							
WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Box 269 1261	ABC, KBS	Richard F. Lewis Jr., evp	Walter F. Harris Jr., m	Charles J. Hinkle, ce	L-W .... WE
FRONT ROYAL							
WFTR 1948	1450 250	Sky-Park Bcstg. Corp. Box 192 750	MBS	Thomas J. Owens, p Kenneth Gordon, g & cm & sd	Tom Gibson, pd & nd Clinton H. Morse, pmm Claude F. Jones, ce	Davis Ross, fd Mrs. Drayton H. Norcom, wd	.... UP WE
GALAX							
WBOB 1947	1400 250	Carroll-Grayson Bcstg. Poplar Knob Rd.	MBS, KBS	Robert V. Morris, p Joe P. Crockett, g & cm	Muriel M. Bell, pd & wd Edward Boyer, ce	Frank Osborne, nd Herman Reavis, f & sd	.... AP Ray.
HAMPTON							
WVEC 1948	1490 250	Peninsula Bcstg. Corp. P. O. Box 481 6332	KBS, LBS	Thomas P. Chisman, p Harrol A. Brauer Jr., vp & gm James E. Swafford, vp & ce	Charles L. Coker Jr., cm L. W. Kliewer, asst. m, pmm, pd & sd J. W. W. Chisman, secy-treas.	Gene Andrews, nd Gene Edwards, fd Joan Granville, wd	Assoc. AP Ray.
HARRISONBURG							
WSVA 1935	550 1,000 DA-N	Shenandoah Valley Bcstg. Corp. Rawley Pike 550	NBC	Frederick L. Allman, p Robert B. Harrington, c & pmm	Richard H. Johnson, pd H. A. Wright, bus. m Warren L. Braun, ce	Charles McGinley, n & sd Homer Quann, fd Virginia Lindamood, wd	.... UP RCA
WSVA-FM *1946*	*Ch. 264 (B)* *100.7mc* *7.2 kw*						.... *Fed.*
HOPEWELL							
WHAP 1949	1340 250	Hopewell Bcstg. Co., Inc. P. O. Box 621 801	LBS Cooke	Augustus Robbins Jr., p Charles M. Mark, gm	John P. Mercer, pd & sd Robert E. Anthony Jr., ce	Jocelyn Sampson, wd	L-W UP G
LEXINGTON							
WREL 1948	1450 250	Rockbridge Bcstg. Corp 24 S. Main St. 6000	MBS, KBS Cooke	Marshall L. Wilmer, p Milton B. Henson, gm James Coleman, cm	Andrew Peterson, pd James I. Bray Jr., ce Sue Wilson, office m & wd	Bob Bradford, n & fd Jim Benjamin, sd	Cap. AP GE

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LYNCHBURG

WLVA 1930	590 1,000 DA-2	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingbery	Edward A. Allen, p Philip P. Allen, gm Joseph F. Wright Jr., cm	Warren Uttal, pd, pmm & nd John T. Orth, ce	Eric Lund, fd Wayne Tyler, sd Ann Maxey, wd	L-W AP RCA
WLVA-FM *1946*	*Ch. 248 (B)* *97.5mc* *3.7kw*						.... *GE*
WWOD 1947	1390 1,000 DA-1	Old Dominion Bcstg. Corp. P. O. Box 918 2-3441	MBS Walker	D. H. Dillard, p Jack Weldon, vp & gm Norman T. Simpson, cm & sd	Donald W. Jarvid, pd, pmm & nd	Forest J. Pinkerton, ce Jean Gannaway, traffic m	Thes., Wld. AP, UP Ray.
WWOD-FM *1947*	*Ch. 261 (A)* *100.1mc* *0.94kw*						.... *Col.*

MARION

WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Park Blvd. 9001	LBS Cooke	L. Preston Collins, p Robert C. Wolfenden, vp, c & pmm	C. C. Lincoln Jr., vp Mrs. Robert C. Wolfenden, pd & wd Edward Surface, ce	Leon D. Veville, secy-treas. Bob Kent, n & fd Tom Browne, sd	Wld. AP WE

MARTINSVILLE

WMVA 1940	1450 250	Martinsville Bcstg. Co., Inc. Chatham Heights 2152	NBC, KBS	William C. Barnes, p John W. Shultz, gm Charles F. Adams, c & pmm	Barbara Zimmerman, pd & wd Dewey W. Muse, ce	Paul E. Zimmerman, mus. & sd Maynard E. Dillaber, nd	.... AP Ray.
WMVA-FM *1950*	*Ch. 242 (B)* *96.3mc* *2.7kw*						.... *REL.*

NEWPORT NEWS

WGH 1928	1310 5,000 DA-1	Hampton Roads Bcstg. Corp. 500 Portlock Bldg., Norfolk 27031	ABC Free & Peters	Raymond B. Bottom, p Edward E. Bishop, gm Edward E. Edgar, cm Robert J. McBride, pd & pmm	Alois Braun, ce William R. Van Buren, secy-treas.	William R. Van Buren Jr., asst. secry-treas. G. Edward Travis, nd William J. Diehl, sd Mildred Alexander, wd	.... AP RCA
WGH-FM *1947*	*Ch. 243 (B)* *96.5mc* *36kw*						
WHYU 1948	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631		John Doley, p Frederic F. Clair, sm	Etoyse Patterson, cm Thomas O. Bradshaw Jr., pd	Maurice A. Charles, ce	Cap. UP G

NORFOLK

WCAV 1947	850 1,000 DA-2	Cavalier Bcstg. Corp. Helene Bldg. 23266	LBS Indie	Joe Light, o	Graeme W. Zimmer, gm Robert J. Rodgers, slm	Roy Penner, pd	
WLOW 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 45678		(See Portsmouth listing)			

Exclusive Coverage of Virginia's Rich Shenandoah Valley

WSVA AM FM

1000 WATTS FULLTIME ON 550

- **50,080 radio homes (BMB, 1949)**
- **65% of WSVA loyal listeners listen 6-7 days per week**
- **90% listen 3-7 days per week**
- **No television coverage**
- **5½ hours of live programming daily (6AM - 2PM)**

WSVA HARRISONBURG, VIRGINIA

NBC AFFILIATE

FRED ALLMAN,
President

Represented Nationally by
DEVNEY & COMPANY

R. B. HARRINGTON,
Commercial Manager

VIRGINIA—(Continued)

City Call Letters Established	Chan., or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
NORFOLK (Cont'd)							
WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Bissevain Ave. 27071	Tobacco Walker	L. H. Peterson, p Earl Harper, g & cm	Jack Black, asst. to gm Howard Sheets, ce	Jack Harris, sd	L-W AP ....
WRAP (CP)	1050 500-D	Rollins Bcstg. Co. Radford, Va.					
WRVC(FM) *1948*	*Ch. 273 (B)* *102.5mc* *8.7kw*	*Larus & Brothers Co.* *2712 Colley Ave.* *4-1100*	*CBS* *Radio Sales*	*C. T. Lucy, gm* *William R. Preston, pd*	*S. T. Terry Jr., ce*	*Robert E. Moody, studio m*	*L-W, Wld.* *UP* *WE*
WTAR 1923	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. 56711	NBC Petry	Campbell Arnoux, p & gm John Peffer, g opr. m Robert M. Lambe, cm Joel F. Carlson, pub. rel. & pd	Fred N. Lowe, pmm Richard L. Lindell, ce Gilbert McLeod, nd	Betty B. Reinecke, traffic m Blair Eubanks, sd Alice Brewer White, wd	St. AP RCA
WTAR-FM *1947*	*Ch. 247 (B)* *97.3mc* *50kw*						
WTAR-TV 1950		WTAR Radio Corp. 720 Boush St.		(For full information see TELECASTING Yearbook)			
NORTON							
WNVA 1946	1450 250	Blanfox Radio Co., Inc. Progress Bldg. 700	MBS, KBS	R. B. Helms, p J. T. Helms, g & pmm	Bill Holland, cm & pd Gene Thommerdahl, ce	Wally Douglas, n & sd	L-W AP Tem.
ORANGE							
WJMA 1949	1340 250	James Madison Bcstg. Corp. Route 15 7263	MBS	Welford A. Sherman Jr., p	Arthur C. Livick Jr., g & cm Alfred Walthall, asst. gm	Joseph C. Trivette, ce Ann Butler, wd	SES. UP G
PETERSBURG							
WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, p Raymond L. Moss, gm James H. Smith, cm N. W. Andrews, pd	Kirk Anderson, pmm Edward F. Schwarz, ce Donald E. Ruggles, nd Larry W. Travis, fd	Edward Vaughn, sd Katherine M. Nunnally, wd	Cap. AP Tem.
PORTSMOUTH							
WLOW 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 45678	Forjoe	E. L. Scott, p Robert E. Wasdon, vp W. M. Carpenter, gm Robert Drepperd, pd	Jos. B. Matthews, sm Jack Siegel, tech. d & secy.-treas. Ralph Richards, nd	Ralph Wasdon, fd Bill Davis, sd Nancy Penner, wd	Cap. UP Col.
WSAP 1943	1350 5,000 DA-2	Portsmouth Bcstg. Corp. 205 Professional Bldg. 7-3488	MBS Burn-Smith	Tom E. Gilman, p J. L. Norfleet, g & cm	David Nelson, pd Billy Hodges, pmm John C. Brigman, ce	Ray Honaker, nd Art Barrett, fd Pete Glazer, sd	Thes. UP Col.
PULASKI							
WPUV 1946	1230 250	Southwest Bcstg. Corp. Dora Highway 3-3931	MBS, KBS Sears & Ayer	Mason C. Deaver, p & gm Maruma R. Deaver, vp	Howard R. Imboden, secry. Carl A. Shufflebarger, treas. & bus. m	Richard Parker, pd & nd John A. Columbus, ce	Wld. AP Col.
RADFORD							
WRAD 1950	1340 250	Rollins Bcstg., Inc. P. O. Box 1007 2461		John W. Rollins, p O. W. Rollins, vp Wendell H. Siler, g & cm	Alfred L. Mills, pd Fitzgerald McDaniel, ce	Wayne Scott, nd Leslie Esgate, wd	Thes AP GE
RICHLANDS							
WRIC 1951	1050 1,000-D	Clinch Valley Bcstg. Corp. Box 218 450		J. Powell Royall Jr., p Max M. Blakemore, secy-treas. & ce	Jess White, vp Joe J. Webb, c & pmm Douglas E. Smith, pd, n & sd	Dallas P. Boyd, fd June E. Ratcliffe, wd	SES., Thes. .... G
RICHMOND							
WANT 1951	990 1,000-D	United Bcstg. Co. 513 E. Main St. 3-8368		Richard Eaton, o & p Glenn H. Harmon, g, c & pmm	Ted Austin, pd Silas H. Bell, ce Wilbure Lewis, nd	William A. Gibbon, fd Tom Mitchel, sd Estelle Evans, wd	.... WE
*WBBL 1924	1480 5,000 DA-2 SH	Grace Covenant Presbyterian Church 1627 Monument Ave. 84-2465					
WLEE 1945	1480 5,000 DA-2	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS Forjoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, g & cm Harvey L. Hudson, pd	George W. McGuigan Jr., ce Lud Sterling, nd	Joe Mason, sd Betsey Slon, wd	L-W AP WE
WLEE-FM *1948*	*Ch. 275 (B)* *102.9mc* *21.5kw*						

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WANT RESULTS

Use WANT A UBC Station

RICHMOND'S LEADING INDEPENDENT, 1,000 Watts 990 KC

Average Daily Mail Count: 800 letters

65 new leads for TV sales for one advertiser in 10 days.

1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

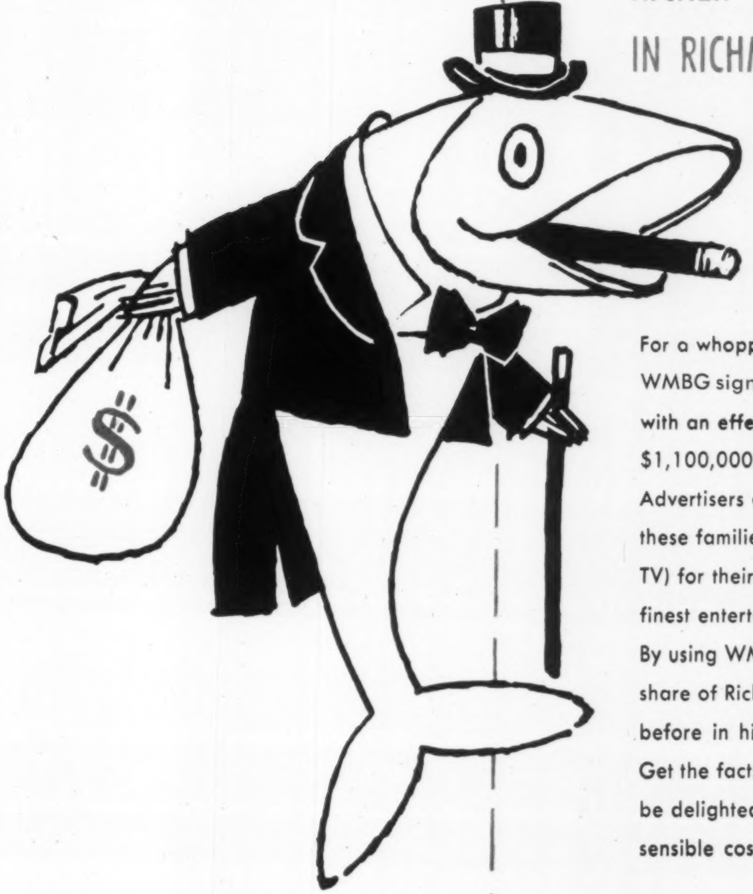
More new advertisers in 1951 than other Richmond station.

WANT WANT!

Ask: HFC, BC Remedy, Stanback, Royal Crown, Gunther's, Old Georgetown, Richbrau, Rayla's, NHA, Manishewitz, Scotts Emulsion.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

FISH IN
RICHER WATERS
IN RICHMOND



For a whopping big sales catch, be a part of the WMBG signal which booms out to 264,000 families with an effective buying income of nearly $1,100,000,000.

Advertisers are constantly amazed at the appreciation these families show Havens & Martin stations (AM, FM, and TV) for their pioneering efforts in bringing Richmond the finest entertainment radio and television can provide.

By using WMBG, WCOD, WTVR you are assured a larger share of Richmond's vastly expanded buying power than ever before in history.

Get the facts today from your nearest Blair man. You'll be delighted to learn how much you can achieve at sensible cost.

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
RICHMOND	**(Cont'd)**						
WMBG 1926	1380 5,000 DA-N	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC Blair	Wilbur M. Havens, p & gm Walter A. Bowry Jr., cm	Jack Lewis, pd, n & fd Robert Montgomery, pmm	James Kyle, ce Harry Luke, sd Jerry Lane, wd	.... UP RCA
WCOD(FM) *1946*	*Ch. 251 (B)* *98.1mc* *34kw*	*(WMBG, AM Affiliate)*					
WTVR(TV) 1948		Havens & Martin Inc. 3301 W. Broad St.		(For full information see TELECASTING Yearbook)			
WRNL 1926	910 5,000 DA-N	Richmond Newspapers Inc. 111 N. 4th St. 3-3436	ABC Petry	David Tennant Bryan, p E. S. Whitlock, m Joseph H. Sierer, cm Don Martin, pd	Morris Kenig, pmm E. V. Wolstenholme Jr., ce	Ira Hull, fd Howard Hamrick, sd Polly Daffron, wd	St., Thes. AP WE
WRNL-FM *1948*	*Ch. 271 (B)* *102.1mc* *50kw*						
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co., Inc. Hotel Richmond 3-6633	CBS Radio Sales	C. T. Lucy, gm Barron Howard, bus. m James Clark, slm	S. S. Carey, prog. service m John L. Stone Jr., pmm D. C. Woods, ce	W. R. Bishop, pub. rel. m George Passage, n & sd	L-W, Wld. UP WE
WRVB(FM) *1948*	*Ch. 233 (B)* *94.5mc* *25kw*	*(WRVA, AM affiliate)*					
WXGI 1947	950 1,000-D	Radio Virginia, Inc. 100 W. Franklin St. 7-4684	LBS Indie Sales Burn-Smith	D. H. Robertson, p David Wilburn, g & cm	John Stinson, pd Jack Tucker, pmm	Walter Seldon, ce Lan Singer, sd	.... AP WE
ROANOKE							
WDBJ 1924	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	J. P. Fishburn, p Ray P. Jordan, gm John W. Harkrader, cm	Paul E. Reynolds, pd Benton B. Boggs, prom. d Charles A. Ballou, asst. pd	J. Edward Newman, ce John W. Eure, nd Donald F. Murray, sd	Wld. AP, UP RCA
WDBJ-FM *1948*	*Ch. 235 (B)* *94.9mc* *41kw*						.... *WE*
WROV 1946	1240 250	Radio Roanoke, Inc. P.O. Box 1110 3-4444	ABC, MBS Burn-Smith	Leo F. Henebry, p Frank E. Koehler, g & cm	Gordon R. Phillips, asst. m, pd & pmm	Frank A. Hall, ce	L-W UP WE
WROV-FM *1948*	*Ch. 279 (B)* *103.7mc* *0.28kw*						
WSLS 1940	610 1,000 DA-2	Roanoke Bcstg. Corp. Shenandoah Bldg. 9227	NBC Avery-Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, asst. & cm	J. P. Brigg, ce Bill Ashworth, prog. & pmm Ulysses Walsh, ne	Glenwood Howell, fd Harry Wiseman, sd Amy J. Glenn, we	Assoc., L-W, Thes. AP RCA
WSLS-FM *1947*	*Ch. 256 (B)* *99.1mc* *4.7kw*						

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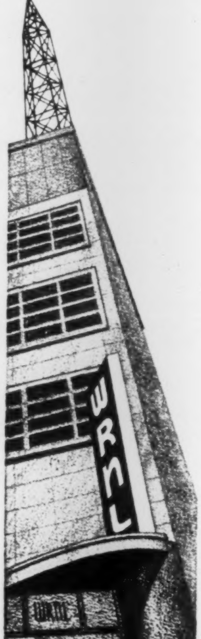
THE
BEST
BUY
FOR
YOU
IN
'52-
WRNL



....in Richmond, Virginia,
there's More SELL on WRNL!

Here's your sure-fire selling formula for fifty-two!
First, take an outstanding market (Richmond, Va.)—
then pour on some good Radio Advertising—be sure to
get complete coverage (WRNL, of course).
Yes, WRNL gives you a ready-to-buy audience with the WRNL
listening habit!

910 KC 5 KW
ABC AFFILIATE
RICHMOND
VIRGINIA

WRNL

NATIONAL
REPRESENTATIVES
EDWARD PETRY
& COMPANY, INC.

SOUTH BOSTON							
WHLF 1947	1400 250	John L. Cole Jr. Webster St. 2-9988	ABC, KBS	John L. Cole Jr., p, g & cm	John R. Doherty, ce Ella L. Poindexter, pd, pmm & wd	Roy Marsh, sd	Cap. AP ....
STAUNTON							
WTON 1946	1400 250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, o & gm	Charles E. Seebeck, cm Fulton A. King, pd, pmm & nd	Rex C. Houser, ce Robert Sterrett, f & sd	Assoc., Thes. AP WE
SUFFOLK							
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Highway 460 2394	ABC, KBS Sears & Ayer	Fred L. Hart, p & gm Earl Handley, cm, pd, n & fd	Lee Williams, traffic m Veryl W. Rupp, ce	L. E. Pettyjohn, fd Helen Buffkin, wd	Thes. AP Col.
WLPM-FM *1947*	*Ch. 299 (B)* *107.7mc* *10.2kw*						
WARSAW							
WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. Warsaw 690		Grayson Headley, p & gm William C. Reed, cm	Charles E. Springer, pd	Larry Bittner, ce	St. UP G
WAYNESBORO							
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. 6066	MBS, KBS Cooke	Judson T. Phillips, p N. Wilbur Kidd, g & cm Richard A. Rhodes, pd	Donald D. Curtis, ce Albert Charles, sd	(Mrs.) Helen M. Huffman, wd	L-W UP ....
WILLIAMSBURG							
WILB (CP)	740 500-D	Williamsburg Radio Co. 3805 Dover Rd., Richmond					
WINCHESTER							
WINC 1941	1400 250	Richard Field Lewis Jr. Winchester 4855	NBC, KBS	Richard F. Lewis Jr., p Winslow T. Porter, gm	John Carl Morgan, cm & pd	Philip B. Whitney, ce Marion Park, wd	Assoc. UP WE ....
WRFL(FM) *1946*	*Ch. 223 (B)* *92.5mc* *14kw*						.... *Fed.*
WYTHEVILLE							
WYVE 1949	1280 1,000-D	Wythe County Bcstg. Co. Grubb Bldg. 840	KBS Devney	A. M. Gates, o Arthur M. Gates Jr., gm	Sidney Tear, cm	Luther M. Norris Jr., ce	Cap., L-W UP G

WASHINGTON

ABERDEEN							
KBKW 1949	1450 250	KBKW, Inc. 701 E. Heron 1015	LBS McGillvra	Archie Taft Jr., p Don G. Bennett, gm Alex Johnson, cm	Ralph Peyton, pd Richard R. Pooley, ce Charles Crosdill, nd	W. W. Willy, fd Bob Hoonan, sd Evelyn Rodrique, wd	Assoc., Wld. AP Col.
KXRO 1927	1320 1,000 DA-N	KXRO, Inc. 207½ E. Market St. 4098	MBS, KBS Don Lee Grant, Keating	Harry R. Spence, p Fred G. Goddard, gm Roy Johnson, cm	Stanley Craft, pd & sd William L. Fox, pmm Philip S. True, ce	William P. Koski, nd George Curtis, fd Lois A. Johnson, wd	.... UP Ray.
BELLINGHAM							
KPUG 1948	1170 1,000 DA-1	KPUG, Inc. Box 655 6-200	MBS, KBS Don Lee Cooke	Jessica L. Longston, p Robert E. Pollock, gm James Hamstreet, c & pmm	Verle Jones Jr., pd Donald R. Pinney, ce John Di Meo, nd	Ken Jackson, fd Norrie Adams, sd Jeanne Smith, wd	L-W UP WE
KVOS 1927	790 1,000 DA-1	KVOS, Inc. 1321 Commercial Ave. 790	ABC Meeker	Rogan Jones, p Jack Clarke, g, c & pmm Jim Goodrich, pd	Ernest Harper, ce Bert Jackson, nd Hal Reeves, fd	Haines Fay, sd Elaine Wise, wd	Wld. UP WE
BREMERTON							
KBRO 1947	1490 250	Bremerton Bcstg. Co. 205 Washington Ave. 3-5095	Keating	Bruce Bartley, p Loren B. Stone, gm Gil Jacobsen, cm	Bob Gleason, pd Al Stewart, ce Jack Rogers, nd	Bud Bond, fd Linc Perry, sd Edra Boling, wd	Wld. AP WE
KGIB 1950	1540 1,000-D	Kitsap G. I. Bcstrs., Inc. 124 N. Callow St. 7-3757		G. A. Weyland, p James Munro, gm	Paul Crittenden, ce		St. UP Ray.
CENTRALIA-CHEHALIS							
KELA 1937	1470 1,000	Central Bcstg. Corp. P. O. Box 720 6-3321	MBS Don Lee Pearson	J. Elroy McCaw, p Joe Chytil, g & cm Del Spencer, pd & pmm	John Kelley, ce Schuyler Hill, office m	Mabel A. Gwinn, secy-treas. Bob Cleland, n, f & sd Mary F. Huffman, wd	Wld. UP RCA
COLFAX							
KCLX 1950	1450 250	Interstate Radio, Inc. P. O. Box 710 780	KBS, LBS Biddick	T. R. Farrier, p Bert McAllister, gm & pd	W. L. Hopkins, c & pmm	H. D. Young, ce	SES. AP RCA
ELLENSBURG							
KXLE 1946	1240 250	Central Wash. Bcstrs., Inc. P. O. Box 600 2-1488	LBS	Goodwin Chase Jr., p Joe Kendall, gm	Darrel Burns, cm & ce Don Bevilacqua, pd	Ron Forsell, n, f & sd	L-W UP RCA
EPHRATA							
KULE 1950	730 250-D	Columbia Basin Bcstg. Co. Ephrata 730		M. P. Monson, p & m	Elwood E. Eby, ce		St. UP RCA
EVERETT							
KRKO 1922	1380 1,000 DA-N	Everett Bcstg. Co., Inc. Everett Cedar 1144	MBS Don Lee McGillvra	William R. Taft, p, g & cm	Earl Gerdon, pd Dave Foley, ce	Duane Lehr, nd Lloyd Rodstrom, sd	Wld. SES. UP GE
GRAND COULEE							
KFDR 1950	1400 250	Carl F. Knierim P. O. Box 1642 515		Carl F. Knierim, p & gm Lorella W. Henke, cm	Patriciae A. Westerman, pd	Raymond L. Groff, ce	Mac. UP ....
KELSO							
KELS 1949	1490 250	Northwest Public Services Inc. P. O. Box 90	LBS Viking	Roscoe Day Jr., p Clare O. Banks, gm Martin Welch, slm	Lowell Gibson, pd Warren Kemper, pmm & sd	John Holmes, ce Paul Shoaf, nd Lacey Peoples, fd	Cap., St. UP Ray.
KENNEWICK							
KWIE 1949	610 1,000 DA-N	KWIE, Inc. 11 South Cascade St. 6961	Meeker	Harold A. Clark, p & sm	Marvin E. Johnston, pd	C. J. McCredie, ce & tech. d.	Assoc., Wld. AP Col.
KIRKLAND							
KRKL 1948	1050 250-D	Eastside Bcstg. Co. Civic Center 22-1201		W. A. Chamness, co-o L. N. Ostrander, co-o	Jerry McCumber, gm & nd Bert Demers, cm & sd	Frank Ferry, pd Jack Kerr, ce Margurite Warburton, wd	Cap. UP Ray.
LONGVIEW							
KWLK 1938	1400 250	Twin City Bcstg. Corp. Natl. Bank of Commerce Bldg. 1500	MBS Don Lee Grant	C. O. Chatterton, p & gm J. F. Carlson, cm	Ellen P. Hammond, pd Bob L. Moran, pmm & fd	Ralph I. Brown, ce Art Kulman, n & sd	Wld. UP RCA
KWLK-FM *1948*	*Ch. 280 (A)* *103.9m* *.41kw*						.... *GE*

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MOSES LAKE							
KSEM 1947	1450 250	KSEM Inc. Box 276 234	KBS, LBS Cooke	Jessica Longston, p Allen Miller, g & cm Dorothy Yale, pd & wd	Marge Dudley, pmm & nd Roland Kissler, ce	M. C. "Windy" West, sd Ralph Walton, fd	Wld. UP WE
MOUNT VERNON							
KBRC 1946	1430 500 DA-N	Beckley Radio Co. P. O. Box 240 8955	Keating	Leo H. Beckley, p, gm & fd Jack England, cm	Tom Haveman, pd & sd Walter Bjerke, ce	Margaret Lordan, nd Margaret Poynter, wd	Wld. UP WE
OLYMPIA							
KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 119 N. Washington 6636	MBS Don Lee Grant	Tom Olsen, p & gm Elmer J. Holmberg, cm	Don Jones, pd & pmm Charles A. Roark, ce	Bill Fox, nd Ben K. Weatherwax, sd	Wld., SES. UP WE
OMAK							
KOMW 1947	680 1,000-D	KOMW Inc. Box 151	Keating West Coast	R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm	Nola Malone, pd Kirk W. Springer, ce	Nick Cain, ne Burt Cast, sd	Cap., L-W UP WE
PASCO							
KPKW 1945	1340 250	Western Radio Corp. Chase & A Sts. 3337	ABC, LBS Keating	V. B. Kenworthy, p Paul Walden, gm	Ben W. Roscoe, c & pmm, & sd Walter V. Mott pd, & ce	Ken Wright, fd June Edgar, wd	Cap. UP ....
PORT ANGELES							
KONP 1945	1450 250	Radio Pacific Inc. 313 West First St. 4200	KBS Keating	C. N. Webster, p & gm Keith Patterson, sm	James Frits, cm	Beven P. Roth, ce	Wld. UP WE
PULLMAN							
KBKH 1950	1150 1,000-D	J. Roland Bayton & Maynard F. Hicks P. O. Box 356 1-5251		J. Ronald Bayton, ptnr. & gm Maynard F. Hicks, ptnr.	B. J. Bayton, traffic & pmm & wd John Puckett, cm & sd	Glen R. Southworth, ce Robert F. Concie, pd, n & fd	.... UP G
*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Arts Hall 9021		William A. Pearl, act. p Allen Miller, gm William Ladd, pdm	Burt Harrison, pd & nd Ted DeLay, sp. events d	Robert E. Baird, ce Al Bond, fd Cal Watson, sd	Assoc., St., Wld. AP, UP GE
PUYALLUP							
KPUY 1951	1450 100	Clarence E. Wilson 1510 Linden Drive 5-8502		Clarence E. Wilson, o, g & cm & nd	Pete Hansen, pd, pmm & sd	Robert E. Vey, ce & fd Bonnie May Wilson, wd	Assoc. UP G
RAYMOND							
KAPA 1950	1340 250	Pacific Bcstg. Corp. P. O. Box 288 1010	Pearson	Joe Chytil, p Robert C. Finley, g & cm	Fred Hepner, pd Dwight Smart, pmm	C. B. (Bob) DeLapp, ce	.... AP RCA

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there isn't time to read them all

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BROADCASTING • TELECASTING is the **only** journal that gives everybody concerned with radio and television the fullest coverage of everything new, everything significant, everything affecting radio-TV and the allied arts. And BROADCASTING • TELECASTING is covering this beat now for more than 21 years.

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BROADCASTING TELECASTING

BROADCASTING • TELECASTING

The Newsweekly of Radio and Television

National Press Bldg., Washington 4, D.C.

RENTON						
KXRN 1947	1230 250	Interlake Bcstg. Corp. North 7th & Park Ave. 5-3424		Robert S. McCaw, p & gm Tom Fuller, cm Fred Jensen, pd	Robert Jones, pmm, f & sd Frank Cook, ce	Ray Pounder (Auburn & Kent Studios), m Dolores Weeks, nd Nancy Hawkins, wd	Cole UP RCA
RICHLAND						
KALE 1950	900 1,000-D (CP)-960 1,000 DA-N	Yakima Bcstg. Co. Box 367 4-4600	LBS Pearson	R. S. McCaw, p Arnold G. Sanborn, sm Ralph Nachtmann, cm	Robert Parnell, pd Joseph Muench, ce	Jerry Colkitt, sd Beverly Keller, wd	Cole UP GE
KALE-FM *1950*	*Ch. 280* *103.9mc* *.58kw*						
SEATTLE							
KING 1927	1090 50,000 DA-1	King Bcstg. Co. Smith Tower MUtual 1090	Blair	Mrs. A. Scott Bullitt, p Otto P. Brandt, vp & gm Roger D. Rice, cm Harold Davis, pd	Melvin Anderson, pmm Arthur A. Shultz, ce Harry Jordan, nd	Bill O'Mara, sd Elizabeth W. Evans, pub. service d	.... UP GE
KING-FM *1948*	*Ch. 251 (B)* *98.1mc* *15kw*						.... *RCA*
KING-TV 1948		King Bcstg. Co. Smith Tower		(For full information see TELECASTING Yearbook)			
KIRO 1929	710 50,000 DA-N	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS Columbia Pacific Free & Peters	Saul Haas, p William F. Tucker, slm	Kenneth E. Yeend, pd Frankie Goodwin, publ. d James B. Hatfield, ce	Maury Rider, nd Pat Hayes, sd Judith Lane, wd	Thes. UP WE
KIRO-FM *1948*	*Ch. 264 (B)* *100.7mc* *4.5kw*						.... *RCA*
KISW(FM) *1950*	*Ch. 260 (B)* *99.9mc* *2.1kw*	*Ellwood W. Lippincott* *9201 Roosevelt Way* *Plaza 6255*		*Ellwood W. Lippincott, p & ce*	*Robert H. Waldron, resident m & pd*	*David Pennell, cm*	.... *Ray.*
KJR 1922	950 5,000 DA-N	Totem Bcstrs. Inc. Skinner Bldg. Elliott 5890	ABC Avery-Knodel	Marshall Field III, p J. Archie Morton, gm Paul E. Moore, cm	Homer Pope, pd Donald M. Anderson, ce Louis S. Bookwalter, d of engrg.	Arthur Gerbel Jr., asst. gm Maitland Jordan, natl. slm Bill Moshier, fd Ann Sterling, wd	Wld. AP RCA
KOL 1922	1300 5,000 DA-1	Seattle Bcstg. Co. Northern Life Tower Main 2312	LBS Forjoe	Archie G. Taft Sr., p Archie G. Taft Jr., gm Arthur Q. Moore, cm	Robert W. Harris, pd Perry C. Lind, ce	Wheeler Smith, nd Rod Belcher, sd Sharon Kane, wd	Cap., Wld. UP RCA
KOMO 1926	1,000 50,000 DA-N	Fisher's Blend Station Inc. 100 Fourth Ave., North Seneca 6000	NBC Petry	O. W. Fisher, p & gm Ray Baker, cm	W. W. Warren, prog. m F. J. Brott, ce Richard E. Green, nat'l sls & sls service m	Millard Ireland, co-nd Merrill Ash, co-nd	Assoc., L-W UP RCA
KOMO-FM *1948*	*Ch. 225 (B)* *98.9mc* *14.4kw*						
KRSC 1940	1150 1,000	Radio Sales Corp. 2939 Fourth Ave., S. Elliott 2480	Pearson Moore	J. Elroy McCaw, p Harold E. Ridalls, gm	Wm. L. Simpson, cm Theo. B. Bell, d, n & sd	Les Cabe, ce	L-W AP RCA
KTW 1920	1250 1,000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Mutual 1250		W. T. Whitney, p James S. Ross, gm & ce	Don Bevilacqua, cm	A. G. Atworth Jr., pd, pmm & nd	

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KRSC

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SEATTLE, 4

WEST:
Western Radio Sales

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SEATTLE (Cont'd)							
KVI 1928	570 5,000	Puget Sound Bcstg. Co. Inc. Camlin Hotel Seneca 4848	MBS Don Lee Hollingbery	Laura M. Doernbecher, o Vernice Irwin, p & gm	Earl T. Irwin, cm Harry Long, pd & nd	D. M. McDonough, ce	Thes. AP WE
KXA 1926	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	Rambeau	W. I. Dumm, p Lincoln W. Miller, gm	Patti O'Day, pd R. G. McArdle, natl. slm	John Dubuque, ce Bob Ackerley, p & sd	.... AP ....
SPOKANE							
KGA 1926	1510 50,000 DA-N	Corp. of Gonzaga U. 600 Radio Central Bldg. Madison 5383	ABC Petry	Rev. Francis E. Corkery, p Harvey Wixson, g & cm Hub Warner, pd	A. G. Sparling, ce Earl S. Trumble, loc. slm John Fahey, nd	Dick Nichols, sd Kay Wilson, wd Del Cody, fd	St. UP RCA
KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	Richard O. Dunning, p, g & cm Robert H. Wesson, pd & pmm	John Walker, ce Milton O. Fritsch, treas., & asst. secy.	Talbott Tripp, nd Glenn Lorang, fd Margaret Smith, wd	Wld. AP Col.
KNEW 1947	790 5,000 DA-2	Inland Empire Bcstg. Co. 511 Eagle Bldg.	MBS Hollingbery	Burl C. Hagadone, p & gm C. E. Rodell, sm William C. Rhodes, slm Paul M. Crain, pd & pmm	Marie A. McLaughlin, office m Vincent L. Hoffart, ce	James Agostino, nd Kenneth Hutcheson, fd Al LaCom, sd Geri Loomis, wd	
KREM 1947	970 1,000 DA-N	Cole E. Wylie 215 Realty Bldg. Madison 3333	Forjoe	Cole E. Wylie, p & gm Robert H. Temple, cm	William Stevens, pd	William Patterson, ce	Assoc., L-W AP RCA
KSPO 1922	1230 250	Louis Wasmer 526 W. Riverside Riverside 8033	LBS	Louis Wasmer, o & m Gene Williams, cm	Darrel W. Holt, pd Ed Antosyn, ce	Dave Gordon, nd Robert Plummer, sd	SES., Thes. UP RCA
KXLY 1922	920 5,000	Symons Bcstg. Co. 315 W. Sprague Madison 1218	CBS Pacific Northwest Walker	E. B. Craney, p & gm Bryan Woolston, cm	Martin Boss, pd Jim Manning, pmm	Geo. Langford, ce	.... AP, UP WE
SUNNYSIDE							
KREW 1950	1230 250	Cole E. Wylie Outlook Road 7-2277	Forjoe	Cole E. Wylie, p C. Nat. Harris, gm	Clifford F. Nelson, cm R. M. Nicholas, ce	Ray Ramsey, nd Bill McCurry, sd	St. AP RCA
TACOMA							
KMO 1926	1360 5,000	Carl E. Haymond 914½ Broadway Main 4144	Branham Scott	Carl E. Haymond, p Jerry Geehan, gm Raymond T. McKenzie, cm	T. R. Knightlinger, pd & pmm John L. Boor, ce	Daniel Seymour, nd Robert H. Robertson, sd	St., Cap. UP G

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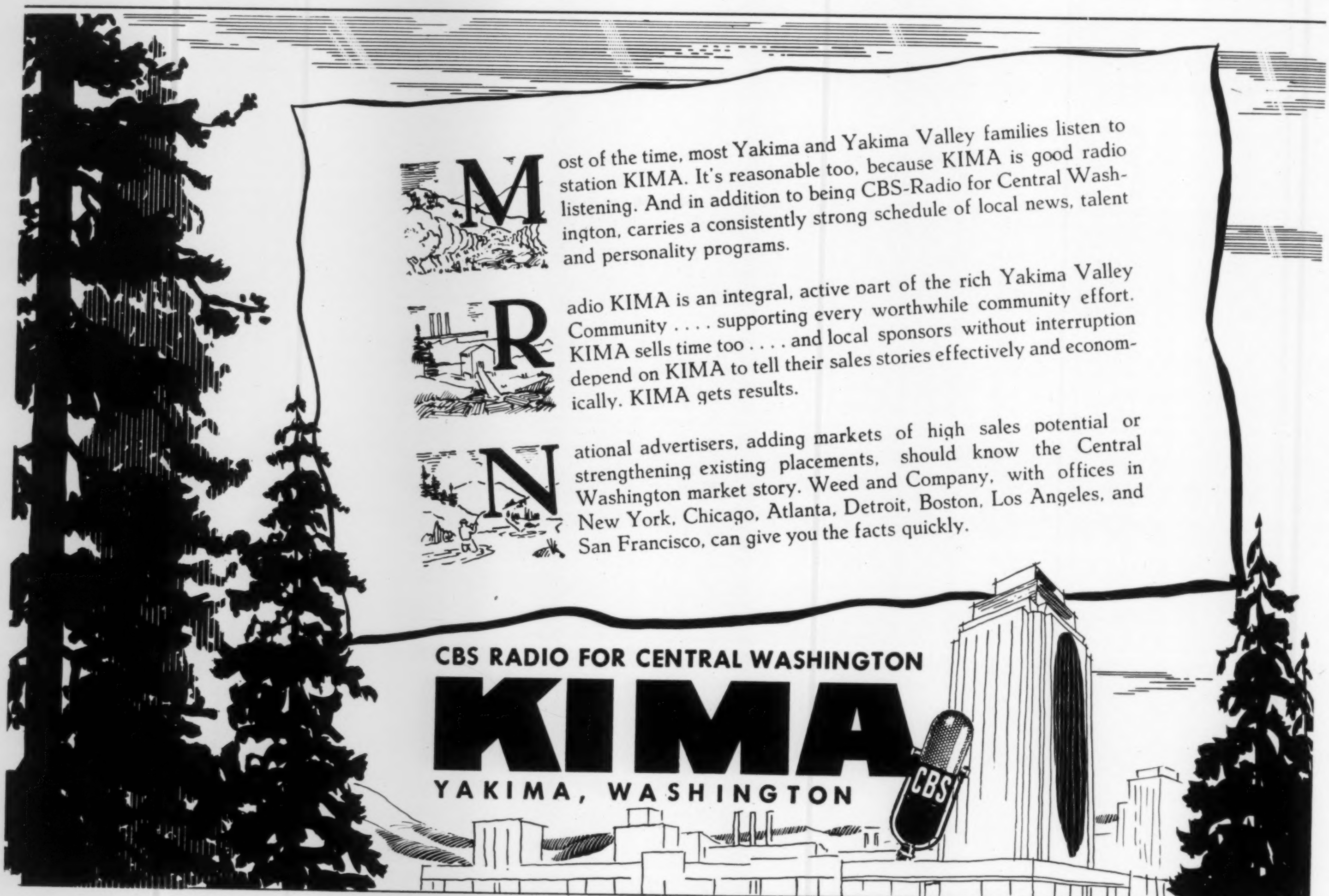

Most of the time, most Yakima and Yakima Valley families listen to station KIMA. It's reasonable too, because KIMA is good radio listening. And in addition to being CBS-Radio for Central Washington, carries a consistently strong schedule of local news, talent and personality programs.

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CBS RADIO FOR CENTRAL WASHINGTON

KIMA

YAKIMA, WASHINGTON

KTBI 1941	850 1,000 DA-N	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241	LBS Indie Sales	H. J. Quilliam, p Ed Lovelace, gm	Nate Bridges, pd Dick Velo, ce	Murray Morgan, nd Clay Huntington, sd	Cole, Wld. UP WE
KTNT(FM) *1948*	*Ch. 247 (B)* *97.3mc* *10kw*	*Tribune Pub. Co.* *1701 S. 11th St.* *Market 7181*	*Transit Radio*	*Leonard H. Higgins, m* *Robert G. Boardway, pd*	*Max H. Bice, ce*	*Burke Ormsby, d of n & sp. events*	*Assoc., L-W* *AP* *GE*

VANCOUVER

KVAN 1939	910 1,000 DA-1	Vancouver Radio Corp. 707½ Main St. 3-4717		Sheldon F. Sackett, p Fred F. Chitty, secy. & gm	George W. Conner, pd & nd Edgar R. Means, ce	Chuck Boice, sd Fern Hayes, wd	Wld. UP Ray.

WALLA WALLA

KUJ 1928	1420 5,000 DA-N	KUJ, Inc. 55 East Main St. 1230	MBS Don Lee Grant Keating	H. E. Studebaker, p & gm Donald A. Wike, sta. & cm	Martin Tobin, pd, n & sd Milton MacLafferty, ce	La Verne Russell, fd Denise Hart, wd	Thes. UP RCA
KTEL 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC	Jack Keating, p, m, pd & pmm Harold C. Singleton, treas. Don Harris, cm	Tyrus McFadden, ce Wayne E. Murphey, n & fd	Carl Hebenstreit, sd Adaline Bussard, wd	Wld. AP WE

WENATCHEE

KPQ 1930	560 5,000 DA-N	Wescoast Bcstg. Co. 2nd & Columbia 2757	ABC, NBC Meeker	Rogan Jones, p James W. Wallace, vp & gm	Pat O'Halloran, c & pmm Dorothy Lee, pd & wd George Frese, ce	Stuart Maus, nd Win Cannon, fd Bill Denton, sd	Assoc., Cole, Wld. UP WE
KWNW 1948	1340 250	1119 N. Wenatchee Ave. 2468	MBS Biddick	Lawrence Leahy, p Bernard H. Droz, gm & nd	Ron Satterwhite, pd & fd Gil Reeves, ce	Stan Strain, sd Carol Scott	St. AP ....

YAKIMA

KIMA 1944	1460 1,000-LS 500-N	Cascade Bcstg. Co. Inc. Chinook Hotel 6197	CBS Columbia Pacific Weed	A. W. Talbot, p R. Lee Black, gm Thomas C. Bostic, d of sta. opers. & sd	T. R. Murrow, cm Virginia Schaeffer, pmm M. Dow Lambert, ce	John Knievel, n & fd Beverly Brown, wd	Assoc. AP WE
KIT 1929	1280 5,000-LS 1,000-N	Carl E. Haymond 414½ E. Yakima Ave. 8115	ABC, NBC Branham Hollingbery Keating	Carl E. Haymond, o James A. Murphy, g, c & slm	James W. Nolan Jr., pd William G. Moody, pmm H. B. Murphy, ce	Peder N. Wick, n & fd Ray Litzinger, sd Jacqui Tipton, wd	Cap. UP G
KYAK 1947	1400 250	Yakima Bcstg. Corp. P. O. Box 172 2-7143	MBS Pearson	Robert S. McCaw, p W. W. Boone, gm Irving N. Prell, c & pmm	Gerald K. Webb, pd Donald Gardner, ce Al Bowles, nd	Richard Passage, fd Leroy Desilet, sd Betty Smith, wd	Wld. UP RCA

WEST VIRGINIA

BECKLEY

WJLS 1939	560 1,000-LS 500-N DA-N	Joe L. Smith Jr., Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, sm Willard Jackson, cm	William R. Barrett, pmm, n, f & sd	Al J. Ginkel, ce Sioux H. Greig, wd	Cole UP WE
WJLS-FM *1946*	*Ch. 258 (B)* *99.5mc* *34kw*						.... *Fed.*
WWNR 1946	620 1,000-LS 500-N DA-N	Rahall Bcstg. Co. 1565 Harper Road 9309	MBS Walker	N. Joe Rahall, p Tom Douds, g & cm Earle Thornton, pmm	Estel H. Wills, ce Sam Scott, nd Dennis Hollandsworth, fd	Gene Morehouse, sd Evelyn Hedrick, wd	.... AP WE

BLUEFIELD

WHIS 1928	1440 5,000 DA-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC Katz	P. T. Flanagan, g & cm & ce	Barnes Nash, pd	Evelyn Ringler, wd	Cole, Wld. AP Fed.
WKOY 1948	1240 250	WKOY, Inc. West Virginian Hotel 7405	MBS Devney	J. Lindsey Alley, p & gm E. E. Ebersole, pd, n & sd	Roy Hill Yost, ce	Emma Sue Phelps, wd	Assoc. UP Col.

CHARLESTON

WCAW 1947	1400 250	Capitol Bcstg. Corp. P. O. Box 2791 3-7503	LBS McGillvra	Garland F. Wilkinson, p & gm Selma D. Pierson, cm	Al Walker, pd Jack Zeillmann, pmm & sd	W. D. Stone, ce Dave Bailey, nd Norma Kenworthy, wd	L-W UP Col.
WCHS 1927	580 5,000 DA-N	The Tierney Co. 1016 Lee St. Capital 2-8131	CBS Branham	Lewis C. Tierney, p John T. Gelder Jr., vp & gm John L. Sinclair Jr., cm	Morton S. Cohn, pd Frank Annand, asst. pd Harry M. Brawley, pmm William E. Dixon, ce	Ross Edwards, nd Frank Welling, fd Ernie Saunders, sd Jane Ruoss, wd	Assoc. AP, UP G
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P. O. Box 953 3-7541	NBC Meeker	R. M. Venable, p Henry V. Diefenbach, gm Charles H. High, cm	C. P. Vogel Jr., pd & nd Hugh McPherson, pmm Harry R. Bowen, ce	Joe Farris, sd Judy Edworthy, wd	Assoc. AP Col.
WGKV-FM *1949*	*Ch. 253 (B)* *98.5mc* *5.2kw*						.... *REL*

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
CHARLESTON (Cont'd)							
WKNA 1946	950 5,000-LS 1,000-N DA-2	Joe L. Smith Jr., Inc. 804½ Kanawha Blvd. 39-971	ABC Weed	Joe L. Smith Jr., p George J. Gray, g & cm Don O. Hays, pd	A. J. Ginkel, ce Gilbert Brooks, nd	Edward Miller, sd Betty Jean Snidow, wd	Wld. AP ....
WKNA-FM *1949*	*Ch. 248 (B)* *97.5mc* *9kw*						
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol at Fife St. Capital 23-136	MBS Forjoe	Gus Zaharis, p Berton Sonis, g & cm Joseph J. Herget, pd & nd	Robert Bower, pmm & sd Paul Sullivan, ce	Shirley Spradlin Wolfe, wd	Thes. UP RCA
CLARKSBURG							
WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. 444 W. Pike St. 4-7571	NBC Branham	Austin V. Wood, p George Clinton, vp Fred Zimmerman, sm	Carl Loose, pd, pmm & fd Vilah Brooks, ce	Don McWhorter, nd Jean Oliverio, wd	L-W AP Col.
WHAR 1947	1340 250	Mountain State Bcstg. Co. Radio Plaza 4-5525	ABC, MBS, KBS McGillvra	Glacus G. Merrill, p & gm F. T. Gregg, cm James Harper, pd & sd	Beryl Snyder, ce Emily Sommerville, office m	Bob Leonard, nd Irene Lockard, wd	.... UP G
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-6425		O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, c & pmm	Dewitt H. Wyatt, pd, n & fd	R. D. Hough, ce Stephen W. Ison, sd Eleanor Negri, wd	Wld. UP Ray.
WPDX-FM *1948*	*Ch. 236 (B)* *95.1mc* *2kw*						.... *WE*
EAST RAINELLE							
WERL (CP)	1450 250	Greenbrier Bcstg. Co. c/o Sam Caudill Hash Furniture Co., Beckley, W. Va.					
ELKINS							
WDNE 1948	1240 250	West Virginia Radio Corp. Box 967 1300	MBS West Va. Keller	Agnes J. Reeves Greer, p Ford Billings, gm	Jane Beale, pd & wd Bill Wilson, act. sm, cm & nd	Clarence Rulong, ce Bob Blagg, fd Bus Leake, sd	Wld. UP G
FAIRMONT							
WMMN 1928	920 5,000 DA-N	The Fort Industry Co. 208 Adams St. 3100	CBS Katz	George B. Storer, p Glenn C. Jackson, gm A. Garen Ferrise, cm	Frank Lee, pd & sd Bill Powell, pmm & nd Joseph Strelauski, ce	Francis Lauzau, fd Martha F. Jackson, wd	L-W UP WE
WVVW 1947	1490 250	Fairmont Bcstg. Co. 119 Fairmont Ave. 5000	ABC, MBS	J. Patrick Beacom, o & p Numa Fabre Jr., gm Robert M. Drummond, cm Joseph McQuay, pd	H. Arthur Pearce, pmm Earl Pelkey, ce Charles Phil Braken, nd	Ray Stanford, fd L. C. (Chad) Riley, sd Elaine Hutchinson, wd	SES., Wld. AP G
WJPB(FM) *1950*	*Ch. 222 (B)* *92.3mc* *4.8kw*	(WVVW, AM Affiliate)					.... *WE*

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IT'S A LANDSLIDE FOR WCHS

IN CHARLESTON, WEST VIRGINIA

Look at the latest Hooper Radio Audience Index!

WCHS LEADS BY A WIDE MARGIN
IN 9 OUT OF 10 RATED TIME PERIODS!

With 5 Stations in town here's the picture:

TIME PERIOD	WCHS AUDIENCE SHARE	SHARE OF NEXT RANKING STATION*
Weekday mornings	**42.6**	19.4
Weekday afternoons	**42.4**	19.3
Sunday Evening	**43.5**	22.1
Monday Evening	**56.2**	13.9
Tuesday Evening	**49.3**	21.6
Wednesday Evening	**49.7**	19.5
Thursday Evening	**45.4**	18.9
Friday Evening	**39.3**	29.3
Saturday Evening	**39.6**	16.8

*represents 3 different stations

On The Total Rated Time Periods WCHS Leads Its Nearest Competing Station By More Than

2½ to 1

WCHS • 580 kc • 5000 Watts • CBS Radio Network • West Virginia's Number One Station

Represented by The Branham Company

HUNTINGTON							
WHTN 1947	800 1,000-D	Greater Huntington Radio Corp. 1112½ 4th Ave. 33453		A. B. Hyman, p Sol J. Hyman, secy-treas. John S. Phillips, g & cm	Ray Anderson, pd Harold F. Sturm, ce	Karl Broadley, nd Jerry Nagle, sd	Thes. UP RCA
WHTN-FM *1947*	*Ch. 263 (B)* *100.5mc* *53kw*						
WPLH 1946	1450 250	Huntington Bcstg. Corp. 1105 Fourth Ave. 3-3421	MBS Walker	F. J. Evans, p & gm Charles T. Snowdon, pd & sd	Alvin V. Jayne, ce	Bill Austin, nd	Cap. AP WE
WPLH-FM *1947*	*Ch. 273 (B)* *102.5mc* *41kw*						
WSAZ 1923	930 5,000-LS 1,000-N DA-N	WSAZ, Inc. 912½ Third Ave. 3-8401	ABC Branham	Col. J. H. Long, p Lawrence H. Rogers, gm C. T. Garten, cm Ted Eiland, pd	Harold W. Shriber, pmm Leroy E. Kilpatrick, ce Evelyn Kelly Brandenburg, traffic m	Nick Basso, nd Bert Shimp, fd Jack Bradley, sd Mary Kercheval, wd	L-W AP Col.
WSAZ-TV 1949		WSAZ, Inc. West Virginia Bldg.		(For full information see TELECASTING Yearbook)			
LOGAN							
WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever P. O. Box 720 540		Clarence H. Frey, co-o Robert O. Greeves, co-o			Wld. UP WE
WLOG-FM *1949*	*Ch. 277 (B)* *103.3mc* *2.7kw*						
WVOW (CP)	1290 5,000-LS 1,000-N DA-1	Logan Bcstg. Corp. Security Bldg., Charlestown, W. Va.					
WVOW-FM *(CP)*	*Ch. 222 (B)* *92.3mc* *20kw*						
MARTINSBURG							
WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Co. Bldg. 5252	LBS McGillvra	C. M. Zinn, ptnr. C. Leslie Golliday, ptnr., gm & sd	Amos L. Harper, cm (Mrs.) Joy Edmonds, pd J. Strider Moler, pmm	Sterling Heil, ce Charles Rand, nd	Wld. AP
WEPM-FM *1948*	*Ch. 232 (A)* *94.3mc* *0.81kw*						.... G
MATEWAN							
WHJC 1951	1360 1,000-D	Three State Bcstg. Co. c/o Fred Morningstar, Merrimac, W. Va.					
MONTGOMERY							
WMON 1946	1340 250	Fayette Associates, Inc. 1028 1st Ave. 620	MBS	Arnold M. Vickers, p Andrew W. Vickers, g, c, & pmm	Ted McKay, pd & nd J. C. Craver, ce John Evans, nd	Bert Kiley, sd Betty Kitchen, wd	Wld. AP Col.
MOOREFIELD							
WEGG (CP)	790 1,000-D	Lost River Bcstg. Corp. Moorefield 15		R. E. Fisher, p			
MORGANTOWN							
WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS West Va. Keller	Agnes J. Reeves Greer, p Ford Billings, gm John W. Johns, cm	Bos Johnson, pd Steve Berezny, pmm & nd Clarence Rulong, ce	By Williams, fd Jack Fleming, sd Kady Strimbeck, wd	Wld. UP RCA
WAJR-FM *1948*	*Ch. 257 (A)* *99.3mc* *1kw*						.... *WE*
MOUNDSVILLE							
WMOD 1950	1470 1,000-D	James D. Sinyard P. O. Box 308 1730	LBS, KBS West Va.	James D. Sinyard, p John T. Taylor, g & pmm Harry Hechesky, cm	Hank Bendel, pd, n & sd Jerry Boles, ce	George W. Wright, fd Hazel Jeffers, wd	.... UP ....
OAK HILL							
WOAY 1947	860 5,000-D	Robert R. Thomas Jr. Oak Hill 651		Robert R. Thomas Jr., p & gm	Phyllis Stull, cm James Bucy, ce	Jack Moran, nd Charles Balding, n & sd	Cap., Thes. AP Col.
WOAY-FM *1948*	*Ch. 231 (B)* *94.1mc* *19kw*						
PARKERSBURG							
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. 7-4491	ABC, LBS McGillvra	Joseph M. Handlan, p Aud N. Archer, gm & pd	G. R. Abels, cm William Collins, ce	Jack See, fd	Wld. UP WH
WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 5th St. 7-5475	CBS Branham	Austin V. Wood, p George H. Clinton, evp, g & cm	Shermin Grimm, pd & nd Vialh G. Brooks, ce Larry Murphy, sls. pmm	Don Hill, sd Ruth McGeary, wd	Thes. AP Col.
WPAR-FM *1948*	*Ch. 293 (B)* *106.5mc* *8.9kw*						.... *WH*
PINEVILLE							
WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. Inc. Box 184 2711	McGillvra	R. D. Bailey Sr., p Jack D. Shipman, evp Van B. Darby, gm & nd	Edward Hawley, cm Theadore W. Wolfe, pd Jack D. Mullens, ce	Gary Young, sd Evelyn Hickman, wd	L-W UP Col.
PRINCETON							
WLOH 1948	1490 250	Mountain Bcstg. Service, Inc. Lilly Grove 2151	KBS, LBS	H. P. Hunnicutt, p Melvin F. Barnett, gm & nd	James M. Angel, cm Al Rich, pd & sd	E. H. Graham, ce Nancy Crotty, wd	L-W UP WE
RONCEVERTE							
WRON 1947	1400 250	Blake Bcstg. Co. Ronceverte 300	NBC, KBS McGillvra West Va.	William E. Blake, p & gm Carl E. Lipps, cm Hugh I. Shott II, ce	Clyde M. Hopper, pd, n & sd	Charles Brotman, fd Gladys Livesay, wd	L-W AP ....
WEIRTON							
WEIR 1950	1430 1,000 DA-2	Tri State Bcstg. Co. 243 N. Fourth St., Steubenville, Ohio Steubenville 2-9721	LBS, Walker West Va.	Thomas E. Millsop, p Frank E. Shaffer, g & cm	Harry Birrell, pd Frank W. Schaffer Jr., ce	Harry Cochran, nd	Assoc., Thes. AP WE
WELCH							
WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Drive 818	MBS, KBS	J. G. Hunt, p	Ellis Landreth, g, c, & pmm	John J. Villani, pd, n & sd	Thes. AP G
WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. King Coal Bldg. 1150	McGillvra	Tom Hicks, gm			CAP ....
WESTON							
WHAW 1948	1450 250	Lewis Service Corp. Box 431 1555	MBS, KBS Cooke	Harold McWhorter, p & gm	Glenn Short, c & pmm Pat Hoffman, pd	Roscoe J. Bailey, ce	.... UP G
WHEELING							
WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co. P. O. Box 989 6700	Best	Kenneth H. Forney, p & gm	Paul N. Miles, cm William Hausman, pd	Stanley Skoff, ce	.... UP G

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WHEELING (Cont'd)							
WKWK 1941	1400 250	Community Bcstg. Pythian Bldg. 5320	ABC Weed	John B. Reynolds, p & gm Alfred Ihlenfeld, cm Nancy Hilmes Vieweg, pd	Ray Vingi, pmm Fred Baker, ce Dale Schussler, nd	Bob Terry, sd Evelyn Haden, wd	Thes. UP RCA
WKWK-FM *1948*	*Ch. 247 (B)* *97.3mc* *16kw*						.... *Fed.*
WWVA 1926	1170 50,000 DA-N	The Fort Industry Co. 10th Flr., Hawley Bldg. 5383	CBS Blair	George B. Storer, p William E. Rine, mgng. d Paul J. Miller, asst. mgng. d	Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce	William McGlumphy, asst. ce James K. Whitaker, n & fd Lew Clawson, sd	L-W AP RCA
WWVA-FM *1947*	*Ch. 254 (B)* *98.7mc* *15.3kw*						
WILLIAMSON							
WBTH 1939	1400 250	Williamson Bcstg. Corp. Williamson 1241	MBS	Clarence Lovitch, co-o Alice Shein, co-o, g & cm	John T. Blair Jr., pd Robert W. Bullio, ce	Chuck Daugherty, sd	Thes. UP Col.

WISCONSIN

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
ANTIGO							
WATK 1948	900 250-D	Antigo Bcstg. Co. 936 Superior St. 33		Artemas F. Berner, p Greg McElrone, gm	Donald Burns, cm	Robert Fowler, ce	L-W UP G
APPLETON							
WHBY 1925	1230 250	WHBY, Inc. 600 S. Lawe St. 3-6639	MBS Wisconsin Upper Midwest McKinney	Earl H. Huth, g & cm Robert Petrie, pd Richard Moore, pmm	George Merkl, ce Ken Mommaerts, nd Lewis Process, fd	Bob Lloyd, sd Adriana Bolwerk, wd	Wld., L-W AP RCA
ASHLAND							
WATW 1940	1400 250	Upper Mich.-Wis. Bcstg. Co. 321 2nd St., W. 1680	MBS Walker	William Johnson, p Todd Hogan, sta. & cm & sd	Mary Jean Anno, pd & wd	Arnold Peterson, pmm & nd Otto Link, ce	Wld. .... G
AUBURNDALE							
*WLBL 1924	930 5,000-D	Wis. State Radio Council Auburndale 471	Wisconsin	H. B. McCarty, d	R. W. Hanson, ce		....
BEAVER DAM							
WBEV 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Radio Park 4443	Holman	William E. Walker, p Joseph D. Mackin, secy-treas.	Charles R. Dickoff, g & cm Paul Ryan, pub. ser. d	John Saxe, pmm Alister Alexander, ce Bill James, nd Beverly Durance, au, wd	Cap. UP WE

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WCLO . . . . WGEZ
Janesville *Beloit*
120 MILES OUTSIDE CHICAGO INFLUENCE

EXCLUSIVE TWIN CITY—NETWORK—FULLTIME OUTLETS
SERVING 355,000 PEOPLE

PROOF OF EFFECTIVENESS
Is Volume Patronage at Card Rates

239 Area advertisers on long term contracts.
40 national spot and network clients.

Radio listings and consistent newspaper advertising promotion in the Janesville Daily Gazette ABC circulation 20,269 and the Beloit Daily News ABC circulation 17,592.

Write for Market Data and Combination rates
Vern Williams *Executive Office* *Janesville, Wis.*

AFFILIATED with Mutual Broadcasting System
William G. Rambeau, NATIONAL REPRESENTATIVE

BELOIT

WBEL 1948	1380 1,000-D	Beloit Bcstrs., Inc. 335 E. Grand Ave. College 1380		L. O. Fitzgibbons, co-o & gm Joe Moen, cm & sd	Robert LaMere, pd Leo Wilson, ce John Rhodes, nd	Bob Scholz, fd Christie Thomsen, wd	.... AP Ray.
WGEZ 1948	1490 250	Beloit Bcstg. Co. Hotel Hilton College 6024	MBS Wisconsin Rambeau	Sidney H. Bliss, o & p John H. Rhodes, gm	Philip F. Kane, pd & pmm Stanley Holmes, ce	Bob Noe, sd	Wld. AP WE

EAU CLAIRE

WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron St. 5111	MBS Lawson	James J. Conroy, p Stan Torgerson, gm & sd	Curt Hanson, cm Bob Benson, pd	Russ Holmes, ce Patricia Hartel, wd	.... UP RCA
WEAU 1937	790 5,000 DA-N	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC Arrowhead Hollingbery	W. C. Bridges, p Harry S. Hyett, g & cm	Robert E. Nelson, pd & pmm T. O. Jorgenson, ce	Al Henry, nd Carl Johnson, fd Morrie Gordon, sd	Wld., L-W UP ....
WEAU-FM *1948*	*Ch. 231 (B)* *94.1mc* *60kw*			*Walter C. Bridges, p & gm* *Harry Hyett, cm*	*Zora E. Guenard, pd*		.... AP GE
WRFW 1948	1050 1,000-D	Chippewa Valley Radio & Television Corp. Rudolph Rd. 21629	Forjoe	Thomas K. Werner, p Jack Kelly, gm R. K. Werner, c & pmm	Robert G. Froemming, pd Oscar Sielaff, ce Barbara Werner, mus. d	Jack Kelly, nd & fd Ralph Gooding, sd	Cap. AP G

FOND DU LAC

KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. 1st St. 356	MBS Wisconsin Holman	Emery W. Martin, exec. vp Lynn Fairbanks, gm	Lucille Fairbanks, pd Wendell S. Megers, ce Bob Nelson, nd	Ron Bothe, fd Joe Goeser, sd	Wld PN WE

GREEN BAY

WBAY 1925	1360 5,000 DA-N	Norbertine Fathers Bellin Bldg. Adams 1	CBS Weed	Rev. M. J. Beemster, mgng. d Haydn R. Evans, gm	Lee Stinson, cm Clair Stone, pd & sd Hal O'Halloran, pmm	Wallace Stangel, ce Michael Griffin, nd Eddy Jason, fd	.... AP RCA
WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300	ABC Badger Pearson	Ben A. Laird, p & gm Robert Vandersteen, cm Don Arthur, pd & sd	Robert Nelson, s & pmm Leo Westerman, ce	Robert Houle, nd Janet O'Connell, wd	L-W, Wld. UP G
WJPG 1947	1440 1,000-LS 500-N DA-2	Green Bay Newspaper Co. Box 620 Howard 6400	Wisconsin McGillvra	A. B. Turnbull, p John M. Walter, sm Glen R. Holznecht, cm Les Sturmer, pd	Mary Ann Wudlick, pmm Elmo Reed, ce James Bartelt, nd	Vern Lotz, fd Tony Flynn, sd Mary A. Chamberlain, wd	St., Thes. AP RCA
WJPG-FM *1947*	*Ch. 266 (B)* *101.1mc* *14.4kw*						

THE LITTLE STATION WITH THE....... BIG WALLOP!

MICHIGAN
IRON MOUNTAIN
ESCANABA
RHINELANDER
WISCONSIN
MENOMINEE
MARINETTE
OCONTO
STURGEON BAY
GREEN BAY

NBC

WMAM

MARINETTE, WISCONSIN
MENOMINEE, MICHIGAN

IMPORTANT WMAM AUDIENCE FACTS

	Total Population	Urban	Rural	Service Sales	Radio Homes
WIS.	246,230	106,822	139,408	$81,130.00 (in millions)	68,778
MICH.	189,524	106,313	83,325	$51,174.05 (in millions)	43,812
Totals	428,868	213,135	222,733	$132,304.05	112,590

Represented Nationally by Robert Meeker Associates

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HARTFORD							
WTKM 1951	1540 500-D	Kettle Moraine Bcstg. Co. Hartford 61		Sherman C. Carr, gm & ce	Walter Zastrow, c & pmm Gregg Hall, nd	Tom Lambert, fd Robert Ehle, sd	SES. UP ....
JANESVILLE							
WCLO 1930	1230 250	Southern Wis. Radio, Inc. 200 E. Milwaukee St. 3316	MBS Wisconsin Rambeau	Sidney H. Bliss, p Vern W. Williams, gm & nd	Bill Bessire, cm Ralph Schroeder, pd & pmm	Wayne Clay, ce Don Boyd, sd Evelyn Cloutier, wd	Wld. AP RCA
WCLO-FM *1947*	*Ch. 260 (B)* *99.9mc* *15.5kw*	*Gazette Printing Co.* *200 E. Milwaukee St.* *3316*					
KENOSHA							
WLIP 1947	1050 250-D	William L. Lipman 625 57th St. 6162	McKinney	William L. Kipman, o & gm Hugh L. Gately sta. & cm	Gerald Golden, pd Edna R. Kloep, office m C. J. Lubinski, ce	V. Taylor, co-nd E. McNeil, co-nd Irene Nelson, wd	Wld. UP Ray.
LA CROSSE							
WKBH 1923	1410 5,000 DA-N	WKBH, Inc. 409 Main St. 2-4678	NBC Taylor	Howard Dahl, p & gm Berneice Callaway, pd Paul Ziemer, pmm & nd	Leonard Anderson, pdm	Alvin Leeman, ce Jack Martin, sd	Wld. AP RCA
WKTY 1948	580 1,000 DA-1	La Crosse Bcstg. Co. 112 N. 4th St. 2-6042	ABC Weed	Verl Bratton, evp, g & cm	John Bondeson, pd & pmm J. Harold White, ce	Richard L. Hansen, nd Charlie Kearns, sd	Thes UP ....
WLCX 1947	1490 250	Bermac Radio, Inc. State Bank Bldg. 4-4521	MBS Upper Mid-West	James J. Conroy, p Milo G. Knutson, gm Jack Fry, cm	Rosemary Castor, pd & pmm Elphin Rinn, ce	Don Knutson, nd Clifford Lue, f & wd Jerry Stevens, sd	.... UP Col.
LADYSMITH							
WLDY 1948	1340 250	Flambeau Bcstg. Co. Ladysmith 584	LBS Upper Mid-West Lawson	O. J. Falge, p A. T. Shields, g & cm Joseph Dahlvig, pd	Corinne Kopp, pmm Jeff Evans, ce & nd Orrin Garwood, fd	Tom Anderson, sd Agnes Foster, wd	Wld. UP GE
MADISON							
WFOW(FM) *1948*	*Ch. 285 (A)* *104.9mc* *7.5kw*	*Earl W. Fessler* *2047 Winnebago St.* *4-2847*		*Earl W. Fessler, p & gm* *Wilburt Leppien, cm*	*Audrey Powers, pd* *Elmer Weisensel, ce*	*Rod Gallagher, sd*	.... *UP* *Col.*
WHA 1922	970 5,000-D	University of Wis. Radio Hall, 5-2988	Wisconsin	H. B. McCarty, d William Harley, pd Harold A. Engel, pub. rel.	John H. Stiehl, ce Raymond J. Stanley, prod. d	Roy Vogelman, nd Maurice White, fd (Mrs.) Aline Hazard, wd	.... UP WH
WIBA 1925	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery-Knodel	William T. Evjue, p Kenneth F. Schmitt, gm Howard A. Johnson, cm	Robert N. Dick, pd Norman Hahn, ce	Jack Newman, nd Fred Gaget, sd	Thes. AP WE
WIBA-FM *1948*	*Ch. 268 (B)* *101.5mc* *45kw*						

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WIBA *delivers the Madison market*

NBC in MADISON

WIBA dominates listening! It's true!
WIBA delivers the largest share of the daily audience, mornings, afternoons, and evenings among all Madison commercial stations! (Based on October, 1951, Hooper Index).

Write for BMB Coverage maps
County-by-county—Day and night

AM **WIBA** FM

26 YEARS IN RADIO

The Badger Broadcasting Co., Radio Park, Madison 5, Wis.

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

DAY or NIGHT

A RICH RADIO AUDIENCE IN WIBA'S 20-COUNTY DAYTIME COVERAGE AREA:

189,980 Familes have radios.*
87,020 families listen to WIBA daytimes through the week.*
61,700 families listen to WIBA regularly 6 or 7 days a week.*
62,610 farm families earn $373,336,000—averaging over $5,900 each.**
Retail sales total $653,013,000.***

*BMB, Spring 1949
**SRDS Consumer Markets, 1950-1951
***1948 U. S. Bureau of Census

WISC 1948	1480 1,000 DA-1	Radio WISConsin, Inc. Commercial State Bank Bldg. 7-2588	ABC, MBS Arrowhead Hollingbery	Morgan Murphy, p W. C. Bridges, exec. d Ralph O'Connor, gm Richard S. Nickeson, cm	Morton J. Wagner, pd Beverly White, pmm W. M. Greely, ce Clifford Conohan, nd	Henry Buslee, fd John McGeehan, sd Barbara Lane, wd	Wld. UP ....
WISC-FM 1948	*Ch. 251 (B)* *98.1mc* *1kw*						*GE*
WKOW 1948	1070 10,000-LS 5,000-N DA-2	Monona Bcstg. Co. 215 W. Washington Ave. 7-2261	CBS Headley-Reed	Stewart Watson, p Michael Henry, g & cm Audrey Johnson, pd	Pat Hernon, prod. & sd V. A. Vanderheiden, ce Jack Davis, nd	Roy Gumtow, fd Luella Mortenson, wd	Cap. UP RCA
MANITOWOC							
WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS Wisconsin Ra-Tel	Francis M. Kadow, p & gm John M. Kadow Jr., cm	Geo. H. Erdman, pd, n & fd L. J. Splitt, pmm W. F. Duben, ce	G. F. Todd, sd Donna Wodak, wd	Wld. UP ....
WWOC (CP)	980 500-D	Manitowoc Bcstg. Co. P. O. Box 101		Edward Allen Jr., m			
MARINETTE							
WMAM 1939	570 250-LS 100-N	M & M Bcstg. Co. Inc. Radio Park 2-6631	NBC Holman	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, cm	Patrick Kehoe, pd & pmm A. L. Stewart, ce Don Metzger, n & sd	John Bell, fd Ruthe Mensing, wd	Cap. UP RCA
MARSHFIELD							
WDLB 1947	1450 250	Dairyland's Bcstg. Service, Inc. 1710 N. Central Ave. 1450	KBS	Lloyd L. Felker, p R. W. Behling, gm R. K. Hansen, cm Larry Sundquist, pd	Roger Thomsen, pmm Robert Grosbier, bus. m Gerald Boos, ce	Mercedes Ironside, n & wd Irv Miller, fd Chuck Nienas, sd	Cap., SES. UP Ray.
WDLB-FM *1948*	*Ch. 280 (A)* *103.9mc* *0.25kw*						*GE*
MEDFORD							
WIGM 1941	1490 250	George F. Meyer Medford 5147	MBS, KBS Continental	George F. Meyer, o, g, c & pmm	Irma Meyer, pd & wd	Raymond R. Bohnert, ce	SES. UP RCA

"MOO-LA" BUYS YOUR PRODUCT IN WISCONSIN

only WKOW-CBS gives you ALL THE CREAM of America's Rich Dairyland

WISCONSIN'S MOST POWERFUL RADIO STATION

WKOW

10,000 WATTS · 1070 ON YOUR DIAL

MONONA BROADCASTING COMPANY, MADISON, WIS. • Represented by HEADLEY-REED COMPANY

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MENOMONIE							
WMNE 1951	1360 500-D	Capitol City Bcstg. Co. Box 88 1156	Power-John	Wm. F. Johns Jr., p Barry Stewart, gm & sd James Bailey, c & pmm	Douglas Weikley, pd & nd Robert Simondet, ce	Archie Johnson, fd Margaret Brandenberg, wd	L-W UP Col.
MERRILL							
WLIN 1948	550 1,000 DA-N	Alvin E. O'Konski Lake Rd. 1444	MBS, KBS Rambeau	Alvin E. O'Konski, p & gm Leon Gabriel, cm Jack Larkin, pd & nd	Dan Turner, pmm Chris Zercher, ce Miriam Semling, bus. m	Chuck Summers, sd Faye Christiansen, wd	Cap., Cole AP, UP Col.
WLIN-FM *1947*	*Ch. 264 (B)* *100.7mc* *10.2kw*						
MILWAUKEE							
WEMP 1935	1340 250	Milwaukee Bcstg. Co 710 N. Plankinton Ave. Marquette 8-7722	Headley-Reed	Glenn D. Roberts, p Hugh K. Boice Jr., gm John Gagliano, cm	Tom Shanahan, pd Ellis Saxton, pmm Rolland Paske, ce	Tom Dyson, pub. service d Don O'Connor, nd Earl Gillespie, sd	.... UP RCA
WEMP-FM *1948*	*Ch. 231 (B)* *94.1mc* *35kw*						.... *WE*
WFOX 1946	860 250-D	Wisconsin Bcstg. System, Inc. 208 E. Wisconsin Ave. Broadway 2-1272	Pearson	Charles J. Lanphier, p, g & cm John Van Osch, pd	Charles LaForce, pmm George Dodge, ce Sammy Madden, mus. d	Arthur Jones, nd Neil Searles, sd	.... AP WE

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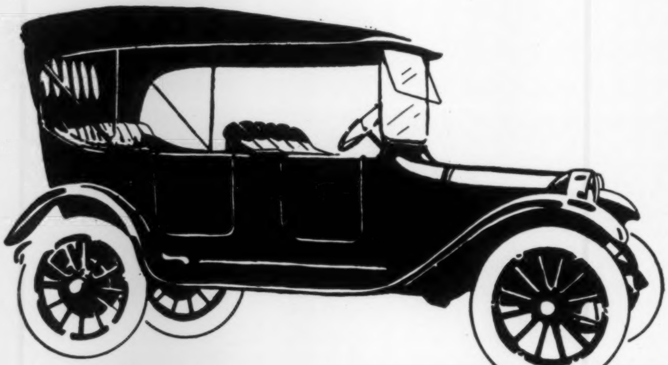


You're too smart...

. . . to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much . . . and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For $50, $75, $100, $150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

	NUMBER	COST PER WEEK	TOT. WEEKLY HOOPER
WEMP	14-1 Min. Spots	$108.00	57.3
Net Station #1	5 100-Word Spots	$122.50	33.0
Net Station #2	5 100-Word Spots	$116.20	24.0

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.

WEMP MILWAUKEE 3, WIS.
1340 ON YOUR DIAL
WEMP-FM CHANNEL 231

24 HOURS OF MUSIC, NEWS AND SPORTS
Hugh Boice, Gen. Mgr. HEADLEY REED, Nat. Rep.

XUM

In Milwaukee and Wisconsin's Richest Market

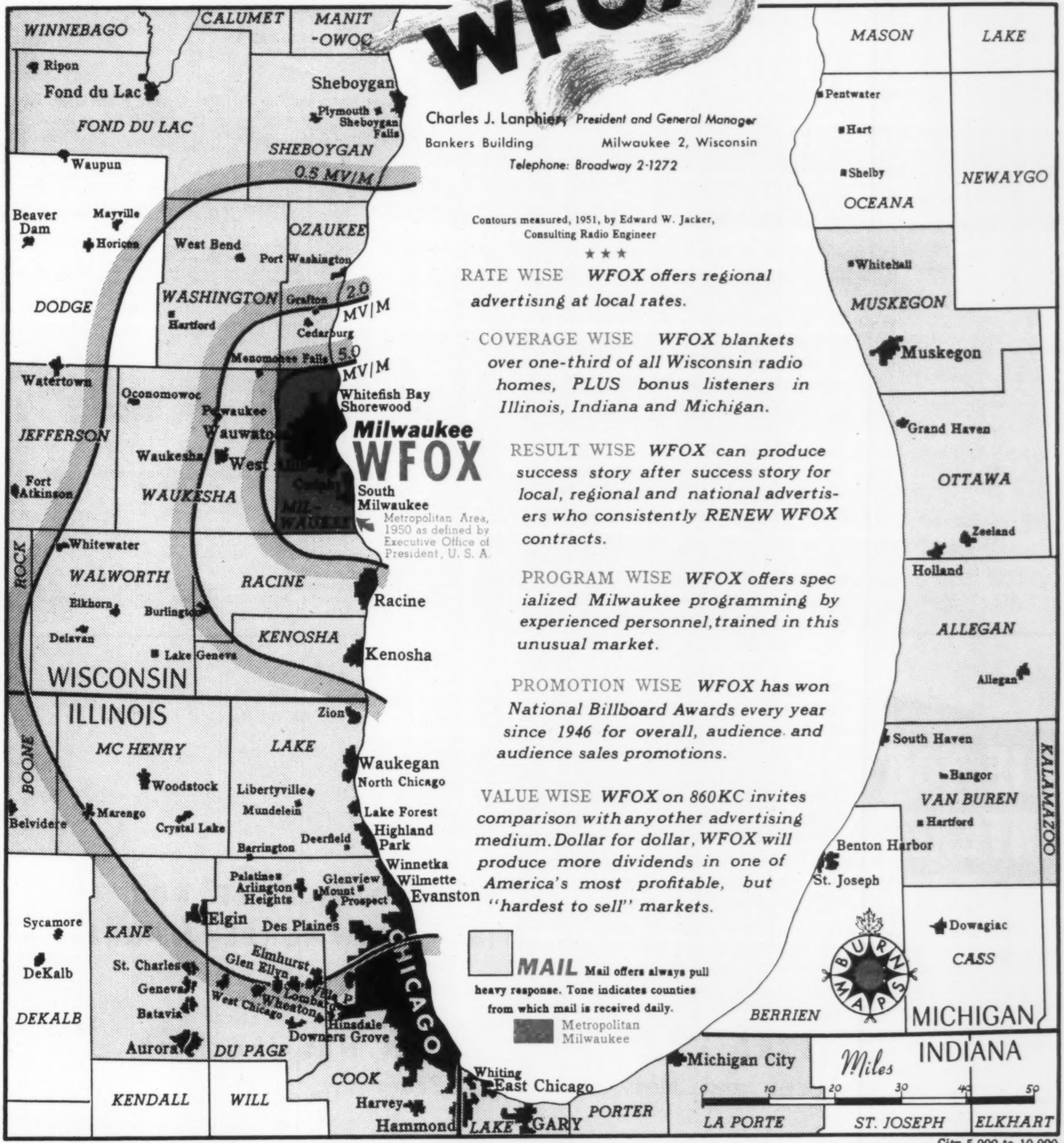
Center of Entertainment

it's

WFOX

860 KC

Center of the Dial


WINNEBAGO
CALUMET
MANIT-OWOC
Ripon
Fond du Lac
FOND DU LAC
Sheboygan
Plymouth
Sheboygan Falls
SHEBOYGAN
0.5 MV/M
Waupun
Beaver Dam
Mayville
Horicon
West Bend
OZAUKEE
Port Washington
DODGE
WASHINGTON
Grafton
2.0 MV/M
Hartford
Cedarburg
Menomonee Falls
5.0 MV/M
Watertown
Oconomowoc
Pewaukee
Whitefish Bay
Shorewood
JEFFERSON
Wauwatosa
Milwaukee
WFOX
Waukesha
West Allis
Fort Atkinson
WAUKESHA
South Milwaukee
MILWAUKEE
ROCK
Whitewater
WALWORTH
RACINE
Racine
Elkhorn
Burlington
Delavan
KENOSHA
Kenosha
Lake Geneva
WISCONSIN
ILLINOIS
Zion
MC HENRY
LAKE
BOONE
Woodstock
Waukegan
North Chicago
Libertyville
Mundelein
Lake Forest
Belvidere
Marengo
Crystal Lake
Deerfield
Highland Park
Barrington
Winnetka
Wilmette
Palatine
Arlington Heights
Glenview
Mount Prospect
Evanston
Sycamore
KANE
Elgin
Des Plaines
DeKalb
St. Charles
Elmhurst
Glen Ellyn
Villa Park
Geneva
Lombard
Wheaton
West Chicago
Batavia
Hinsdale
CHICAGO
DEKALB
Downers Grove
Aurora
DU PAGE
COOK
KENDALL
WILL
Harvey
Hammond
LAKE
GARY
Whiting
East Chicago
PORTER
MASON
LAKE
Pentwater
Hart
Shelby
NEWAYGO
OCEANA
Whitehall
MUSKEGON
Muskegon
Grand Haven
OTTAWA
Zeeland
Holland
ALLEGAN
Allegan
South Haven
Bangor
VAN BUREN
Hartford
KALAMAZOO
Benton Harbor
St. Joseph
Dowagiac
CASS
BURN MAPS
BERRIEN
MICHIGAN
Michigan City
INDIANA
Miles
0
10
20
30
40
50
LA PORTE
ST. JOSEPH
ELKHART
Metropolitan Area, 1950 as defined by Executive Office of President, U. S. A.

Charles J. Lanphier, *President and General Manager*
Bankers Building Milwaukee 2, Wisconsin
Telephone: Broadway 2-1272

Contours measured, 1951, by Edward W. Jacker, Consulting Radio Engineer

★ ★ ★

RATE WISE *WFOX offers regional advertising at local rates.*

COVERAGE WISE *WFOX blankets over one-third of all Wisconsin radio homes, PLUS bonus listeners in Illinois, Indiana and Michigan.*

RESULT WISE *WFOX can produce success story after success story for local, regional and national advertisers who consistently RENEW WFOX contracts.*

PROGRAM WISE *WFOX offers specialized Milwaukee programming by experienced personnel, trained in this unusual market.*

PROMOTION WISE *WFOX has won National Billboard Awards every year since 1946 for overall, audience and audience sales promotions.*

VALUE WISE *WFOX on 860KC invites comparison with any other advertising medium. Dollar for dollar, WFOX will produce more dividends in one of America's most profitable, but "hardest to sell" markets.*

▨ **MAIL** Mail offers always pull heavy response. Tone indicates counties from which mail is received daily.

■ Metropolitan Milwaukee

City over 25,000 Population
City 10,000 to 25,000.
City 5,000 to 10,000
City or Village 2,500 to 5,000
COUNTY

1951 DATA

	Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties
AUDIENCE, 1951				
Population	881,000	1,115,000	1,755,000	7,955,000
In Communities	874,890	1,076,350	1,638,100	7,612,000
On Farms	6,110	38,650	116,900	343,000
Households	260,200	336,000	532,000	2,406,000
In Communities	258,670	326,470	502,800	2,319,300
On Farms	1,530	9,530	29,200	86,700
Radio Homes	257,300	331,500	526,000	2,366,000
In Communities	255,830	322,360	498,000	2,282,700
On Farms	1,470	9,140	28,000	83,300
FARM MARKET, 1950				
Number of Farms	1,480	8,810	26,400	79,800
Automotive Vehicles	4,950	28,900	82,300	225,000
Cost of Feed Purchased $000	1,020	12,900	36,900	92,000
Value of Products $000	9,960	70,100	229,000	612,000

	Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties
RETAIL MARKET* 1950				
Food Stores	211,000	267,300	407,000	1,809,600
General Merchandise Stores	164,000	179,700	222,000	1,490,000
Apparel Stores	75,200	88,300	113,500	676,000
Home Furnishings Stores	53,200	66,600	89,100	441,000
Automotive Outlets	211,700	263,000	394,000	1,648,000
Filling Stations	34,780	45,900	81,400	325,000
Building Mtl.-Hardware	39,670	72,200	156,200	515,000
Eating-Drinking Places	83,600	105,000	155,500	722,000
Drug Stores	26,520	32,600	47,600	249,000
All Other Stores	89,360	116,600	167,600	819,000
TOTAL RETAIL SALES	989,030	1,237,200	1,833,900	8,694,600

* by store classes, expressed in thousands of dollars $000

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture), BMB Radio Families, SRDS Consumer Markets, coordination to 1950-1951 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
MILWAUKEE (Cont'd)							
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Division 2-3000	CBS Katz	G. W. Grignon, g & cm Jack Raymond, pd, n & sd	Richard E. Shireman, Nat'l. slm George DeGrace, pmm Donald A. Weller, ce	F. X. Haggerty, fd Mary Ann LeMay, wd	Wld. UP, INS RCA
WISN-FM *1948*	*Ch. 275 (B)* *102.9mc* *55kw*						
WMAW 1948	1250 5,000 DA-2	Midwest Bcstg. Co. 723 N. 3rd St. Daly 8-2154	ABC Bolling	Clifford Randall, p Jack Bundy, gm LeRoy Ragsdale, cm	Donald McClellan, pd Janet M. Trudel, pmm Ray H. Host, ce	Hal Walker, prod. & sd Elliot Douck, nd	SES. UP Col.
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. Inc. 2625 W. Wisconsin Ave. West 3-1290	Forjoe	Gene Posner, p	Jerome Sill, g & cm & pd	Gino Monaco, ce	Cole, SES. UP Col.
WOKY 1950	920 1,000 DA-1 (CP) 5,000-D 1,000-N	Bartell Bcstrs., Inc. Empire Bldg. Broadway 1-8428	LBS	Gerald A. Bartell, p	John A. Reddy, pd	Ralph E. Evans, ce	.... UP Ray.
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capitol Dr. Marquette 8-6000	NBC Petry	Walter J. Damm, vp & gm (The Journal Co.) L. W. Herzog, asst. gm R. G. Winnie, sm Neale V. Bakke, slm	George Comte, asst. m George Nicoud, asst. m Frank Bignell, traffic m Phillip B. Laeser, radio & TV engng. m	Bruce Wallace, pub. service bcsts. & pmm Jack Krueger, nd Esther Hotton, wd	SES. AP WE
WTMJ-TV 1947		The Journal Co. 720 E. Capitol Dr.		(For full information see TELECASTING Yearbook)			
MONROE							
WEKZ 1951	1260 500-D	Green County Bcstg. Co. Inc. Box 460 1260		Kenneth Stuart, p Willard Schuetze, vp Edwin Schuetze, secy. Doran Zwygart, treas.	Grant Ritter, gm & fd Joseph Urban, asst. m Stan Neuberger, pd Rex Eyler, ce	Charles Booth, nd George McKeown, sd Dorothy Kundert, wd	.... AP G
NEENAH-MENASHA							
WNAM 1947	1280 1,000 DA-N	Neenah-Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871	LBS	Don C. Wirth, vp, g & prog. m & nd Fred W. Sample, slm	James Lindsey, sls. & pmm E. W. Fliegel, ce	Gregg Dunn, fd Bob Cole, sd	Assoc. UP RCA
WNAM-FM *1947*	*Ch. 253 (B)* *98.5mc* *3.1kw*						.... *WE*

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IF YOU'RE INTERESTED IN SPOTS...

WISN IS YOUR BEST BUY IN THE ENTIRE MILWAUKEE MARKET!

WHY? . . . Because WISN Has the Best Local and Network (CBS) Programs.

Call Your KATZ MAN for Results!

IN MILWAUKEE
THEY LIS'N TO
CBS
WISN
5000 WATTS
Represented by
KATZ Agency

OSHKOSH

WOSH 1941	1490 250	Oshkosh Bcstg. Co. 1235 Bowen Stanley 4580	ABC Pearson	William F. Johns Jr., p & pd Allen H. Embury, g & cm	Ozzie Oren, ce Lloyd Wasser, nd Al Mayer, fd	William McDonald, sd Polly Zimmerman, wd	Cap. UP RCA

POYNETTE

WIBU 1925	1240 250	William C. Forrest Poynette 98	Wisconsin Burn-Smith	William C. Forrest, o			
WWCF(FM) *1947*	*Ch. 235 (B)* *94.9mc* *37kw*	*(WIBU, AM affiliate)*					

PRAIRIE DU CHIEN

WPRE (CP)	1280 500-D	Prairie Bcstg. Co. 8440 N. Fox Croft Lane Milwaukee, Wis.					

RACINE

WRAC 1950	1460 500-D	Belle City Bcstg. Co. 423 Main St. 2-1627	Cooke	Jerome Sill, p Gene Posner, secy.-treas.	Gordon Lewis, g & cm Henry E. Duling, pd, pmm & sd	Howard Immekus, ce Rick Edwards, nd	.... UP GE
WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. 4-3311	ABC Walker	Harry R. LePoidevin, gm Harold J. Newcomb, sm	Gerald D. Nelson, cm Lyman Merens, pd & nd Amelia A. French, pmm	F. Lee Dechant, ce Bill Gumm, sd Marjorie Allen, wd	.... AP RCA
WRJN-FM *1948*	*Ch. 264 (B)* *100.7mc* *15kw*						

RHINELANDER

WOBT 1947	1240 250	Oneida Bcstg. Co. Rhinelander 1240	MBS, KBS Cooke	John Tomek, p Don Mortwedt, g & cm & nd	Bartley Curran, pd & sd Charlie Bresette, ce	Lee Zimmer, wd	Wld. UP G

RICE LAKE

WJMC 1938	1240 250	WJMC, Inc. 1615 S. Main 550	MBS Arrowhead Northwest Hollingbery	W. C. Bridges, p Russell J. Brown, cm	Robert Topinka, pd, pmm, n & sd	Robert Kolsky, ce Colleen Vine, wd	SES., Wld. UP RCA
WJMC-FM *1947*	*Ch. 242 (A)* *96.3mc* *4.4kw*						

RICHLAND CENTER

WRCO 1949	1450 250	Richland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, p Thomas R. Kelley, g & cm	Robert J. Bodden, pd & pmm	Donald Northrop, ce Joseph Koelsch, nd	L-W, SES. UP RCA

SHAWANO

WTCH 1948	960 1,000-D (CP) 1,000 DA-N	Shawano Co. Leader Pub. Co. 107 E. Green Bay St. 666	Lawson Schepp-Reiner	J. P. Heal, gm	D. W. Hodgins, sm		Cap. UP ....

SHEBOYGAN

WHBL 1924	1330 1,000-LS 250-N	WHBL, Inc. Sheboygan 4844	ABC Wisconsin Taylor	A. Matt Werner, p G. P. Richards, g & cm	Glen James, pd & nd Doris Domnie, pmm	Herbert J. Mayer, ce Hal O'Halloran, sd	Assoc. AP RCA
WHBL-FM *1948*	*Ch. 262 (B)* *100.3mc* *15kw*						

SPARTA

WKLJ 1951	990 250-D	Victor J. Tedesco 124 Water St. 3307		Jon F. Lohmer, p & gm	Marvin Moberly, ce		SES. UP G

STEVENS POINT

WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414½ Main St. 2744	Holman	L. Larry Zurawski, g, c & pmm	Charles Gossett, pd, n & fd Donald Zuehlke, ce	Jerry Bartosz, sd Doris Bell, wd	SES. UP G

STURGEON BAY

WDOR 1951	910 500-D	Door County Bcstg. Co., Inc. 15th & Utah 593		Edward Allen Jr., p & gm Jack Baker, cm	Dolores Allen, pd & wd L. J. Lorenzen, ce	Richard Haislet, n & fd Fritz Van Duyse, sd	Thes. AP Ray.
WOKW 1951	1050 250-D	Door County Radio Co. Rhode Island St. 1050		Sumner Harris, p	Herbert H. Graefe, gm	Carl Raasch, ce	Cap. UP ....

SUPERIOR

WDSM 1939	710 5,000 DA-N	Ridson, Inc. 921 Tower Ave. 4451	ABC Free & Peters	Robert B. Ridder, p Rodney A. Quick, gm	William Lukoskie, cm & sd Lewis D. Martin, pd	J. Melvin Laskey, ce James Payton, nd	St. UP ....

TWO RIVERS

WTRW 1951	1590 500-D	Two Rivers Bcstg. Co. 1817 Washington 324		John H. Markel, p Norman C. Haagenson, g & cm	Meredith Greene, pd Elmer Johnson, ce	Mike Meehan, sd	Cap. UP G

WATERTOWN

WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215	KBS	Albert B. Gale, p & gm Carl V. Kolata, vp & pd	Leonard E. Benson, ce	Willard James, nd	Cap. UP G

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
WAUKESHA							
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main 6619	Ra-Tel	Carl Taylor, p M. Figi, gm Charles Williams, cm	Don Froehlich, pd Adin Randall, ce Paul Clifford, nd	Clarence Smith, fd Gordon Kole, sd Mary Miles, wd	Thes. AP G
WAUSAU							
WSAU 1937	1400 250	WSAU Inc. 714 5th St. 6521	NBC Meeker	Ben F. Hovel, m George Bundner, pd	R. W. Richardt, ce	Keith Jacobs, nd	Thes. AP GE
WHVF (CP)	1230 250	Lakeland Bcstg. Corp. 1021 Broadway 7-7155		Hilding V. Foreen, p, gm & ce Mrs. L. Rosalind Foreen, wd			
WEST BEND							
WBKV 1950	1470 500-D	West Bend Bcstg. Co. West Bend 1640		Wendell Ciganek, p August C. Berkholtz, gm Don Frazier, pd	Paul Ripple, ce Carl Rohde, treas.	Ken Daum, nd Ray Kessenich, sd	RCA UP G
WISCONSIN RAPIDS							
WFHR 1940	1340 250	Wm. F. Huffman Radio, Inc. 141 W. Grand Ave. 1340	MBS Wisconsin Devney	(Mrs.) Louise F. Huffman, p George T. Frechette, vp, g & pmm	Bruce G. Beichl, cm James S. Tighe, pd & nd Gordon Miller, ce	Arnie Strope, fd Ed Hanson, sd Peggy Engel, wd	Wld. AP Col.
WFHR-FM *1948*	*Ch. 277 (B)* *103.3mc* *2.1kw*						.... *GE*

WYOMING

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
CASPER							
KSPR 1930	1470 1,000	Donald Lewis Hathaway Box 930 407	MBS, KBS Intermountain Sears & Ayer	Donald Lewis Hathaway, p & gm Frederic Hufsmith, cm	Marcus R. Nichols, pd James Wade, pmm Duane W. Simons, ce	Jean Ann Dunn, nd William F. Shutts, sd Frances Martin, wd	Wld. UP RCA
KVOC 1946	1230 250	KVOC Bcstg. Co. 1540 S. Wolcott St. 130	ABC	Jack W. Perry, p John R. Bailey Jr., g & cm	Eugene Larrieux, pd & pmm John W. Mursu, ce	William Seaman, n & fd Rhea Hill, wd	Thes. AP G
CHEYENNE							
KFBC 1940	1240 250 (CP) 710 10,000-LS 1,000-N DA-2	Frontier Bcstg. Co. Plains Hotel 4461	ABC McGillvra	Tracy S. McCraken, p Wm. C. Grove, gm Frank Flynn, cm	Dale Sunderland, pd Dave Young, pmm Robert Pfannenschmid, ce	Larry Birleffi, sd Margie O'Brien, wd	.... UP RCA
KVWO (CP)	1370 1,000	Great West Co. 323 Majestic Bldg. 2-7660	MBS Intermountain Avery-Knodel	William T. Kemp, p & gm W. J. Harpole, vp	Arthur Line, secy-treas. Martha Arney, pd & wd	William Charles, ce	L-W AP G

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KVWO

Cheyenne
Wyoming

1370 KC

MUTUAL
INTERMOUNTAIN

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power 1,000 Watts

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

CODY							
KODI 1947	1400 250	Absaroka Bcstg. Co. 915 Rumsey Ave. 750		A. J. Richard, gm	Phillip H. Barnhart, ce		L-W, Wld. AP RCA
LANDER							
KOVE 1948	1230 250	Edward J. Breece Highway 287 488	MBS, KBS Intermountain Continental	Edward J. Breece, p Frank Toomey, gm & ce Maurice Fitzgerald, cm	Jack Breece, pd & pmm Gary Fehlauer, n & fd	Ralph Williams, sd (Mrs.) Del McOmie, wd	.... UP Col.
LARAMIE							
KOWB 1948	1340 250	Snowy Range Bcstg. Co. Box 972 4888	MBS Intermountain	F. O. Rice, p Richard F. Connor, gm Wm. Britt Davis, cm	Lynn O. Smith, pd John C. Steele, pmm & sd Kenneth F. Smith, ce	Vandi Moore, nd Edward C. Lenaway, fd Florence Travis, wd	St. AP Col.
POWELL							
KPOW 1941	1260 1,000 DA-N	Albert J. Meyer Box 879 222	MBS, KBS Intermountain Avery-Knodel	Albert J. Meyer, p, gm & sd	Mel Whitmire, cm		Cole, Assoc., SES. UP G
RAWLINS							
KRAL 1947	1240 250	Rawlins Bcstg. Co. Box 385 1003	ABC McGillvra	Wm. C. Grove, p Jack C. Vagner, g, c & pmm & sd	Anita Phisterer, pd & wd Gordon Clark, ce	Gene McMillan, nd	.... AP RCA
RIVERTON							
KWRL 1948	1450 250	Joseph P. Ernst Riverton 789		Joseph P. Ernst, p, g & cm, pd, pmm, ce, n, f, s & wd			.... AP Col.
ROCK SPRINGS							
KVRS 1938	1360 1,000-LS 500-N DA	Wyoming Bcstg. Co. Rock Springs 93	MBS Intermountain	D. G. Richardson, p & gm Mike Reid, cm & sd	Imogene Parr, pd & pmm Glade Montgomery, ce	Roland DuBois, nd	.... AP Col.
SHERIDAN							
KWYO 1934	1410 1,000-LS 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, KBS Intermountain Avery-Knodel	Jim Carroll, p & gm Don Tannehill, cm	Bob Wilson, pd & nd Bob Crosthwaite, ce	Lew Shank, sd Helen Erickson, wd	L-W UP RCA
TORRINGTON							
KGOS 1950	1490 250	Joseph P. Ernst Box 271 567		J. P. Ernst, p, g & cm, pd, pmm, ce, n, f, s & wd			.... UP Col.
WORLAND							
KWOR 1946	1490 250	Joseph P. Ernst Box 409 733		Joseph P. Ernst, p Mildred V. Ernst, g & cm	Celesta Robinson, pd Joe Henry, ce	Stan Shuster, n & sd J. Cameron Shuster, wd	.... AP Col.

Directory of
BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

(Data corrected to December 6, 1951)

ALASKA

ANCHORAGE							
KBYR 1948	1240 250	Aleutian Bcstrs. Box 1960 3-4433	Cooke	Keith Copper, gm	Jack Borges, d		Cap., Mac. UP ....
KENI 1948	550 5,000	Midnight Sun Bcstg. Co. Box 879 20301	ABC, MBS, NBC Don Lee Young Wellington	Miriam Dickey, p A. G. Hiebert, gm Wm. Stewart, cm	Harold B. Knutson, pd Charles Conner, pmm Jack M. Walden, ce	Wm. Murray, sd Ruth Briggs, wd	Assoc. AP, UP RCA
KFQD 1924	600 5,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Juanita Underwood, cm	Gerald Mathis, pd Chas. Mohler, ce	Bob Lowrie, sd Genevieve Henning, wd	L-W AP RCA
FAIRBANKS							
KFAR 1939	660 10,000	Midnight Sun Bcstg. Co. Lathrop Bldg. 2125	ABC, MBS, NBC Don Lee Young	Miriam L. Dickey, p Alvin O. Bramstedt, gm Arvid Erickson, cm	Richard Greuel, pd Val Forth, pmm Jorgen Tweiten, ce	Del Day, s & nd Frances Aley, wd	.... AP, UP RCA
KFRB 1948	1290 5,000 (CP) 790	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Joel Buffington, cm	Graham Kleckner, pd Richard Schoup, ce	Patricia Hargrave, wd	L-W AP RCA
JUNEAU							
KINY 1935	1460 5,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o & p Richard Peter, gm	Norma Weeks, pd & wd	Charles Gray, ce	L-W AP ....
KJNO (CP)	630 1,000-LS 500-N	Aurora Bcstrs. Box 1211					
KETCHIKAN							
KABI (CP)	580 1,000-LS 500-N	Aurora Bcstrs. Box 1211					
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Dorothy Jacobson, act. gm & wd	Ed Mack, pd	Charles Gray, ce	L-W AP Col.

ALASKA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
SEWARD							
KIBH 1948	1340 250	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm Lee Norton, cm	David Hassinger, pd	Chas. Mohler, ce	L-W AP RCA
SITKA							
KALA 1950	1400 250	Baranof Enterprises Inc.					
KIFW 1949	1230 250-SH	Wm. J. Wagner 830 Securities Bldg., Seattle, Wash. Seneca 6333	CBS, LBS Alaska Radio Sales Scott	Wm. J. Wagner, o, p & gm	Wm. Maynard, cm & pd Charles Gray, ce	Muriel Meredith, wd	L-W AP RCA

HAWAII

HILO							
KHBC 1936	970 1,000	Hawaiian Bcstg. System Ltd. P. O. Box 1476 4616	CBS Free & Peters	J. Howard Worrall, p C. T. Thrumston, sm	Roger Coryell, cm	R. W. Moore, ce	St., Wld. AP RCA
KILA 1951	850 1,000	Island Bcstg. Co. Naniloa Hotel 5313	MBS Hollingbery	J. Elroy McCaw, co-o John Keating, co-o	James E. Jaeger, gm & ce Fin Hollinger, net. m	Frank Valenti, sd	.... UP Col.
KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. 140 Iaili St. 2177	Aloha Grant	A. H. Green, p &m			
HONOLULU							
KAHU 1950	920 1,000	KAHU-Rural Bcstg. Co. 1639 Kapiolani Blvd. 993185	Devney Biddick	Arthur M. Sedgwick, evp & cm	Curtis L. Butler, asst. sm & nd Edward Marion, pd	Harry En. Chu, treas. Louis Fuffa, sd	Cap. AP RCA
KGMB 1930	590 5,000	Hawaiian Bcstg. System Ltd. 1534 Kadiolani Blvd. 90914	CBS Free & Peters	J. Howard Worrall, p E. Fitz Donnell, gm Louis T. Dwyer, pd	Ernest G. Lindermann, ce Wayne Collins, nd	Joseph Anzivino, sd Betty Smyser, wd	St., Wld. UP RCA
KGU 1922	760 2500 L-WJR	Advertiser Pub. Co. Ltd. P. O. Box 3110 5400	NBC Katz	Lorrin P. Thurston (Advertiser Pub. Co. Ltd.), p & gm Marion A. Mulrony, m & ce	William O. Paine, asst. m Owen Cunningham, prog. m	William Knowles, nat'l adv. m Pete Simmons, sd Jane Allen, wd	Thes. UP ....
KHON 1946	1380 5,000	Aloha Bcstg. Co. P. O. Box 1380 95295	Aloaha Grant	R. M. Fitkin, p Ira G. Mercer, gm & ce	Sam Styles, cm Wm. Whedbee, pd	Rex Wills, nd Joe Rose, sd	.... UP RCA
KIKI 1950	860 250	KIKI, Ltd. 320 Ward Ave. 6-3456	Moore Western Rad Sales	Royal V. Howard, p, gm & ce William B. Meyers, vp	E. D. Howard, secy-treas. Marcel Cailliet, cm	Clair A. Weidenaar, pd Gordon Gray, n & sd	L-W AP, INS GE
KPOA 1946	630 5,000	John D. Keating & J. Elroy McCaw 575 Kamoku St. 95236	MBS Hollingbery	John D. Keating, co-o J. Elroy McCaw, co-o Fin Hollinger, g & cm	William B. Murphy, pd & nd John Sanders, ce	Frank Valenti, sd Christmas Early, wd	.... UP WE
KULA 1947	690 10,000	Pacific Frontier Bcstg. Co., Ltd. P. O. Box 1479 71933	ABC Young	Jack A. Burnett, p & gm Irving C. Phillips, (loc.) slm	Ted Scott, pd Vern Bruggeman, pmm C. W. Evans, ce	Arthur Gaeth, nd Gordon Burke, sd Coco Schellhous, wd	.... RCA
LIHUE, KAUAI							
KTOH 1940	1490 250	Garden Island Pub. Co. P. O. Box 1748 361	Grant Aloaha	Charles J. Fern, p & gm Dwight Mossman, cm Clarence M. Ashman, sm	Raymond Sasaki, pd Katashi Nose, ce Barlow Hardy, nd	Mike Fern, fd Charles Cherry, sd Yuriko Nakamura, wd	St. UP Col.
WAILUKU, MAUI							
KMVI 1947	550 1,000	Maui Pub. Co., Ltd. Box 374 981	Grant Aloaha	J. Walter Cameron, p Ezra J. Crane, gm	Frank R. Kovacic, cm Richard E. Mawson, sm & sd	Ronald Miyahira, ce	Cole, St. UP RCA

PUERTO RICO

AQUADILLA							
WABA 1951	1240 250	Hector Reichard		Hector Reichard, o			
ARECIBO							
WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Arecibo 589	Kresto-Denia Chesterfield Astra	Aristides Santoni, p Nabal Barreto, gm	Francisco Lopez Oronoz, cm	Digna Olivero Barrios, pd Jose Soler, ce	.... Ray.

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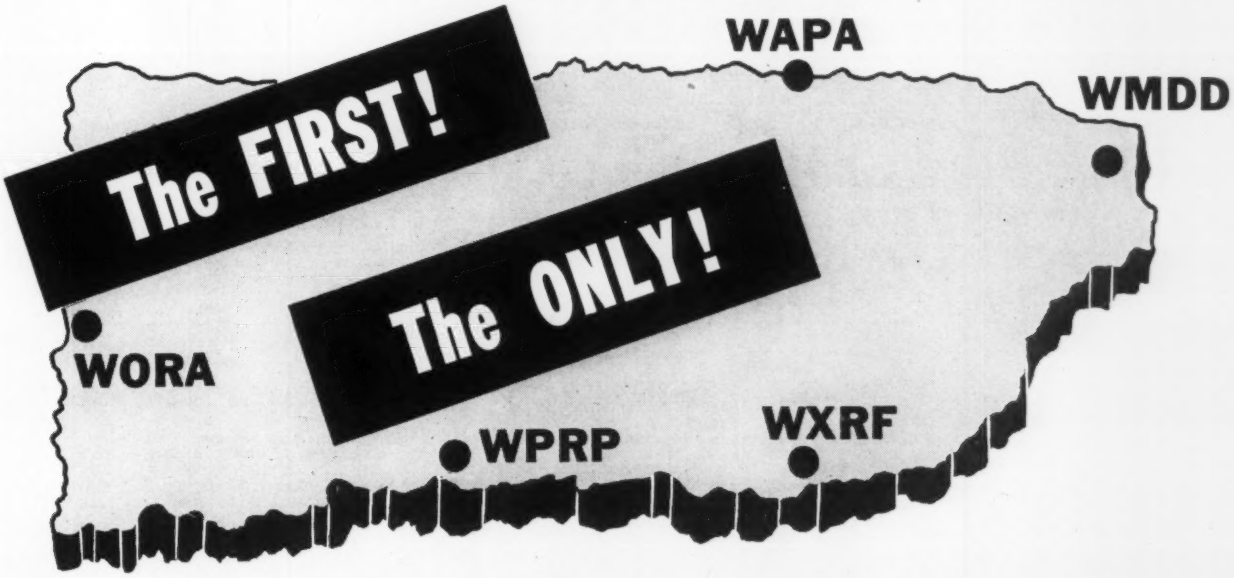
The Puerto Rican Network, Inc.

Radio Cadena Puerto Rico



Only Puerto Rican Network Gives Complete Coverage of the Island!

PRN ADVERTISERS

- Schlitz
- Chesterfield
- Camel
- Colgate Palmolive Peet
- Don Q Rum
- International Harvester
- Hinds Cream
- Buick
- Chevrolet
- Cadillac
- Borden Company
- Heinz
- Alka Seltzer
- Lipton Soups
- Lever Brothers
- Procter and Gamble
- Carnation Milk
- Kraft Foods
- Eastern Airlines
- Pillsbury Mills
- National Belles Hess
- Esso
- Studebaker
- Dole Pineapple
- British W. I. Airways
- Pennzoil
- Pan American Airways
- Hotpoint
- India Beer
- Caribbean At. Airlines
- Puerto Rico Cement Corporation

The Puerto Rican population of 2,205,398 is a market as large and important as the seventh largest American market (San Francisco). Puerto Rico is an AMERICAN MARKET. Net United States imports reach $450,000,000 . . . 93% American Brand name products.

Many advertisers have readily accepted the Puerto Rican Network as the list of advertisers shows.

For Complete Information, Rates, Availabilities Please Contact:

PUERTO RICAN NETWORK, INC.
POST OFFICE BOX 4563
SAN JUAN, PUERTO RICO
Mr. Harwood Hull,
General Manager

MELCHOR GUZMAN COMPANY, INC.
45 ROCKEFELLER PLAZA
NEW YORK, NEW YORK CIrcle 7-0624
Exclusive Advertising Representatives
in the United States and Canada

PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	**Executive Abbreviations** *Owner* o; *Pres.* p; *Exec. vp* evp; *Gen. Mgr.* gm; *Sta. Mgr.* sm; *Coml. Mgr.* cm; *Sales Mgr.* slm; *Prog. Dir.* pd; *Chief Eng.* ce; *Prom. Mgr.* pmm; *Prod. Mgr.* pdm; *News, Farm, Sports* or *Women's Dir.* nd, fd, sd, wd.			Transc. Library, News Service Transmitter
BAYAMON							
WENA 1947	1560 250	Bayamon Bcstg. Corp. Bayamon 161		Dr. A. Diaz Atiles, p	D. Diaz Alejandro, gm	Natalio Pabellon, ce	.... G
CAGUAS							
WJFR (CP)	1240 250	Jorama—Fer Radio Corp.					
WRIA 1947	1450 250	Inter American Radio Corp. Caguas 678		Edwardo Biascoechea, gm & ce	Charles Miner, cm J. G. Morales, pd & pmm	Agustina Velez, sm	.... RCA
WVJP 1947	1110 250	Borinquen Bcstg. Co. Box 207 789		Hector Pereira Buonomo, gm Jorge Luis Arzuaga, cm Ramon Mojica Sola, pd	Lcdo. Federico E. Virella, pmm Pedro L. Jimenez, ce	William Valentine Rico, n & sd Freddy Percy, fd Priscila Flores, wd	.... RCA
FAJARDO							
WMDD 1947	1490 250	Madrazo & Diaz P. O. Box 187 132	PRN	Augustin R. Camunas, gm			
GUAYAMA							
WXRF 1948	1590 1,000	Rafael Fuster Hostos #42 243	PRN	Rafael Fuster, p Charles Cordero, gm	Jose Colon Melendez, pd	Julius H. Conesa, ce	.... G
MAYAGUEZ							
WAEL 1948	1400 250	Mario Acosta Iglesia No. 12 799		Mario Acosta, o & gm			
WKJB 1946	710 1,000-LS 500-N	Jose A. Bechara Jr. Minerva St. 54 983	Inter-American	Jose A. Bechara Jr., p Arturo Cortes, gm Jaime Sanjurjo, cm A. Basora, pd	R. Colon Diaz, pmm Henry Fischback, ce Luis Lamour, nd	Bonny Rodriguez, fd B. Cole, sd Diega R. Garcia, wd	.... RCA
WORA 1947	1150 1,000	Radio Americas Corp. P. O. Box 43 1150	PRN Guzman	Alfredo R. De Arellano Jr., p Reinaldo Maldonado Dupont, asst. m	(Mrs.) Maria A. DeMoran, cm Angel Rivera Graciani, pd	(Mrs.) Blanca L. DeMartinez, pmm Marcos A. Vega, ce Francisco A. Ortiz, nd	.... AP GE

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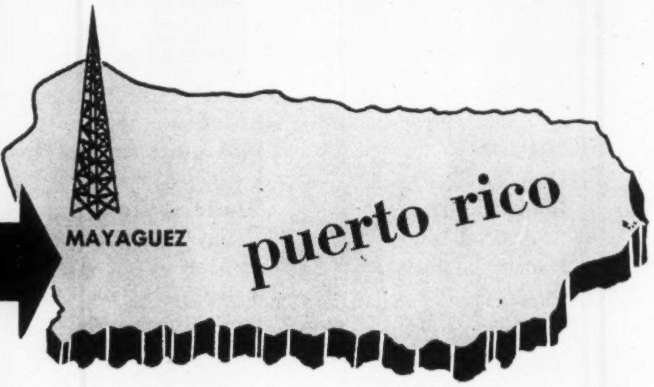
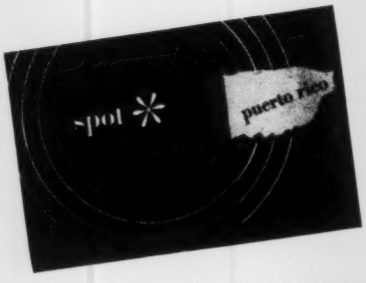
WORA
MAYAGUEZ, PUERTO RICO
The Key to Western Puerto Rico



WORA

is in the rich industrial market of Puerto Rico. 29% of the Island's population . . . 70,000 . . . loyal listeners are loyal buyers. Buyers of American advertised products!



JUST OUT! New WORA Market Brochure . . . 16 pages of timely, fact-packed data on marketing and advertising in Western Puerto Rico. Yours for the asking!

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- Aggressive merchandising support.

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Circle 7-0624

Exclusive Advertising Representatives in the United States and Canada

RADIO AMERICAS CORPORATION
Mayaguez, Puerto Rico

WPAA (CP)	1190 250-D	Jose Ramon Quinones Box 4563, San Juan					
WPRA 1937	990 10,000 DA-1	Puerto Rico Advertising Co. Inc. P. O. Box 869 869		Andres Camara, p & gm Virginia Di Cristina, cm	Ismael Torrellas, pd Esteban Rosado Baez, pmm & nd	Tommy Acevedo, sd Aristides Zapata, ce Santiago Llorens, sd Natty Lopez, wd	....
WTIL 1950	1300 1,000	Mayaguez Radio Corp. Box 1346 1290		Alberto Sanabria, p Patricio R. Fermaintt, secy.	Gilbert Mamary, treas. & pd Rafael Rodriguez Santiago, ce	Gabriel Castro, sd Alida Rivera, wd	.... G

PONCE

WPAB 1940	550 5,000-LS 1,000-N	Portorican American Bcstg. Co. Inc. P. O. Box 786 783	Inter-American	A. Gimenez Aguayo, p & gm	Radames Mayoral, cm & sd Eliseo Borrero, pd	Pedro E. Conesa Jr., ce Nellie A. Clavell, wd	.... AP RCA
WPRP 1936	910 5,000 DA-1	Voice of Porto Rico, Inc. Salud St. Corner to Guadalupe 1752	PRN Guzman	Guillermo Marquez, p Francisco M. Susoni Jr., gm	Antonino Miro, c & pmm Rogelio Ramos Rivas, pd A. Jose Arsuaga, ce	Pedro Juan Garcia T., nd Luis Visot Conner, sd Hilda Gonzalez, wd	L-W UP G

RIO PIEDRAS

WRIO 1949	1320 1,000	Master Bcstg. Corp. P. O. Box 335—Hato Rey 1096		Isidro Quinones Vidal, p Julio Morales Ortiz, vp, treas. & ce	Manuel Rivera Morales, asst. to vp Jose R. Camache Rabelo, asst. to vp & nd	Ramon Vizcarronlo, pd Carlos de Jesus, sd Alicia Moreda Tuya, wd	.... Col.
WWWW 1949	1520 250	Frank A. Gandia Box 935 1098		Frank A. Gandia, o			

SAN JUAN

WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave 3-0100	PRN	Jose Ramon Quinones, p Harwood Hull Jr., gm Segismundo Quinones, cm	Emilio Medrano, pd Jose A. Fernandez, ce Jose Arnaldo Meyners, nd Guillermo Atiles, fd	Pedro Vazquez, sl Delia Quinones de Arnaldo Meyners, wd	Thes. .... RCA
WITA 1947	1400 250	Electronic Enterprises Inc. P. O. Box 3726		Farmin H. Bonni, studio d William H. Montaivo, cm			Assoc.
WKAQ 1922	580 5,000	El Mundo Bcstg. Corp. P.O. Box 9007 2-2023		Angel Ramos, gm	Santiago Garcia, pd		
WKVM 1946	1070 25,000 DA-1	American Colonial Bcstg. Corp.					
WNEL 1934	860 5,000 DA-1	WNEL Inc. 960 Ponce de Leon Ave.		A. Ramos, p & gm Santiago Garcia pd	Rafael J. Acosta, ce		Assoc. UP RCA

SANTURCE

WIAC 1947	740 10,000 DA-1	WIAC Inc. P. O. Box 4809 2-1558		Tomas Muniz, gm			St. ....
WIPR 1949	940 10,000 DA-1	Department of Education Ponce de Leon 1314 2-3218		Mariano Villaronga, comr. of education Jose A. Buitrago, sta. d	Olga Gomez, adm. asst. Francisco Arrivi, pd Pedro Luis Jimenez, ce Wilfredo Braschi, nd	Ismael Gonzalez, fd Jose Seda, sd Isabel Cortes, wd Luis A. Ramirez, music d.	Wld. WH

VIRGIN ISLANDS

CHARLOTTE AMALIE (St. Thomas)

WIVI (CP)	1230 250	Radio American West Incies	Pan-American	Edward M. Vickers, gm & treas.	Hazel M. Vickers, pd & wd	Ray E. Higdon, ce	St. UP Col.
WSTA (CP)	1340 250	William N. Greer Box 538 489					
WSTB (CP)	1090 250	John W. Boler					

Directory of BROADCASTING STATIONS IN CANADA

(Data corrected to December 6, 1951)

ALBERTA

CALGARY

CFAC 1922	960 5,000 DA-N	Calgary Bcstg. Co. Greyhound Bldg. 61036	CBC Trans-Canada All-Canada Weed	H. R. Carson, gm A. M. Cairns, m Don H. Hartford, cm Donald J. MacMillan, pdm	R. J. Tregillus, pmm Earle•Connor, ce M. Walsh, adv. service m	Larry Heywood, nd Joe Marks, sd Shirley Shea, wd	Assoc. Thes., Wld., PN, BUP RCA
CFCN 1922	1060 10,000 DA-N	The Voice of the Prairies Ltd. Toronto General Trusts Bldg. 21161	CBC Dominion Radio Reps. Young	H. G. Love, o, p & gm E. H. McGuire, cm Jas. A. Love, pd	Robt. Lamb, ce John Stout, nd	Henry Viney, sd Dora Dibney, wd	Cap., L-W St. PN, BUP RCA
CKXL 1950	1140 1,000	CKXL Ltd. 210 - 9th Ave. West 63026	Cooke Nat'l. Broadcast Sales Stovin	G. M. Bell, p Frederick R. Shaw, gm Bruce D. Alloway, cm	John R. Stewart, pd Francis R. Turner, pmm Ross L. Craig, ce	Earl K. Elton, loc. slm Guy Vaughan, ne Ken Foss, sd	.... PN, BUP RCA

EDMONTON

CBX 1948	1010 50,000	CBC Macdonald Hotel	CBC	Dr. Augustine Frigon, (CBC) gm Dan E. Cameron, (CBC Alberta) m	W. E. Powell (CBC Toronto), cm C. E. L'Ami, (CBC) press & info. rep.	R. D. Cahoon, (CBC) reg. engr.	.... CP PN, BUP R
CFRN 1934	1260 5,000	G. R. A. Rice 109 CPR Bldg. 22101	Dominion CBC Radio Reps. Young	G. R. A. Rice, p & gm A. J. Hopps, cm George Duffield, pd Isobel McDonald, pmm	Frank Makepeace, ce D. Atkinson, secy-treas. Gordon Williamson, nd	MacDonald Holmes, fd Bart Gibb, sd Eve Henderson, wd	L-W PN, BUP RCA
CHFA 1949	680 5,000 DA-1	Radio Edmonton, Ltd. 10012 - 109th St. 42157	Renaud	Dr. L. O. Beauchemin, p J. A. Gallant, gm	Romain LeClair, cm Leo Remillard, pd, asst. m, & sd	Gordon L. Sadler, ce T. Forestier, nd	.... BUP RCA

ALBERTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
EDMONTON (Cont'd)							
CJCA 1921	930 5,000-N	Edmonton Bcstg. Co. Birks Bldg. 26131	All-Canada Weed	Walter A. MacDonald, p Gerry Gaetz, gm Joe McKenzie, cm	Dalt Elton, pd Win Sutton, pmm Frank Hollingworth, ce Rolfe Barnes, asst. m	Russ Sheppard, nd Don Clayton, fd Joe Carbury, sd	Thes., St. PN, BUP Marc.
CJCA-FM *1949*	*Ch. 258 (A)* *99.5mc* *.02kw*						
*CKUA 1927	580 1,000	University of Alberta 100A St. & 101A Ave. 22191		John Langdon, gm D. I. Roberts, pd	W. Pinko, ce R. G. Nightingale, nd	A. F. Biamonte, fd A. A. Ward, sd	Assoc. BUP RCA
CKUA-FM *1948*	*Ch. 251 (A)* *98.1mc* *0.35kw*						
GRANDE PRAIRIE							
CFGP 1937	1050 1,000	Northern Bcstg. Corp. Grande Prairie Alberta 611	CBC Trans-Canada Weed All-Canada	A. J. Balfour, gm J. Soars, cm J. Wilson, pd	G. Ross, pmm J. deRoaldes, ce G. L. Pearcy, nd	Ken Dunstan, fd Bill Dunbeck, sd	SES, Wld. PN Marc.
LETHBRIDGE							
CJOC 1926	1220 5,000	Lethbridge Bcstg. Ltd. 1015 Third Ave., S. 3161	Trans-Canada Weed All-Canada	H. R. Carson, p William Guild, gm Cameron A. Perry, cm	George A. Brown, pd R. A. Reagh, ce William Skelton, nd	Omar Broughton, fd Ed. Whalen, sd Anne Graham, wd	Assoc., L-W, Thes. PN, BUP Marc.
MEDICINE HAT							
CHAT 1946	1270 1,000 DA-2	Monarch Bcstg. Co. 520 First St. 2821	CBC Dominion Weed All-Canada	J. H. Yuill, p R. J. Buss, gm	O. Kope, cm Eva Biel, pmm	Ian Carson, ce Don Carter, sd	St. PN, BUP RCA
RED DEER							
CKRD 1949	1230 250	Central Alberta Bcstg. Co. Ltd. Foster Block 2083	CBC Dominion Radio Reps. Young	G. S. Henry, p I. Kaila, cm N. B. Corrigall, pd & sd	J. Younie, pmm A. I. Booker, ce	Cliff R. Bowers, nd P. L. Lundie, wd	Cap. BUP G

BRITISH COLUMBIA

CHILLIWACK							
CHWK 1927	1270 1,000 DA	Fraser Valley Bcstrs. Ltd. 50 Yale Rd. E. 7511	CBC Dominion Trans-Canada All-Canada Weed	C. Casey Wells, p Jack Pilling, mgng. d & ce	W. G. Teetzel, c & pmm J. M. MacLachlan, pd, f & sd	Wally, Clarke, nd Jacqueline Scholfield, wd	Cole BUP GE

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Are Sales Problems Tieing Your Hands in any of these 29 Key Markets?

CHWK	Chiliwack
CFJC	Kamloops
CKOV	Kelowna
CKPG	Prince George
CJAT	Trail
CKWX	Vancouver
CJVI	Victoria
CFAC	Calgary
CJCA	Edmonton
CFGP	Grande Prairie
CJOC	Lethbridge
CHAT	Medicine Hat
CKBI	Prince Albert
CKCK	Regina
CKRC	Winnipeg
CFPL	London
CFRA	Ottawa
CFRB	Toronto
CJCS	Stratford
CKOC	Hamilton
CKSO	Sudbury
CKLW	Windsor
CFCF	Montreal
CFCY	Charlottetown
CFNB	Fredericton
CHNS	Halifax
CJCB	Sydney
CJLS	Yarmouth
CJON	St. John's Nfld.

SELECTIVE RADIO PROVIDES THE ANSWER FOR MASS SELLING IN ANY MARKET

MARKETS . . . You broadcast only where it will do the most good—eliminate waste circulation — turn blanket coverage into bull's eye concentration!

STATIONS . . . You pick the key station in every market area . . . capitalizing on local listening habits and audience building adjacencies.

TIMES . . . You broadcast only when your audience is there — everywhere — regardless of time zones!

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Call the All-Canada Man Today!

ONLY SELECTIVE RADIO GIVES YOU COMPLETE CAMPAIGN CONTROL

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

DAWSON CREEK						
CJDC 1947	1350 1,000	Radio Station CJDC Ltd. 2nd Ave. & 9th St. 216	CBC Trans-Canada Radio Rep. Cooke	W. B. Michaud, p Lewis R. Roskin, gm & sd	Michael Laverne, pd Roy Darling, pmm & nd	William Gordon, ce Mrs. H. Velander, fd Abbie Craig, wd	Assoc. PN Marc.
KAMLOOPS						
CFJC 1926	910 1,000	Interior Bcstrs 310 St. Paul St. 1021	Trans-Canada All-Canada Weed	Ian G. Clark, gm Robert J. Innes, c & pmm	Walter Harwood, pd & fd George Henderson, ce	Lundy Sanderson, n & sd Min Evans, wd	Wld. PN WE
KELOWNA						
CKOV 1931	630 1,000	Okanagan Bcstrs. Ltd. Radio Bldg. 1331	CBC All-Canada Weed	J. W. B. Browne, p J. H. Browne, gm Dennis Reid, cm & sd	J. C. Thompson, pd Freda Woodhouse, pmm & wd	J. Fred Weber, ce Jack D. Bews, nd	L-W, Thes. SES. PN NE
NANAIMO						
CHUB 1949	1570 1,000	Mr. George Randall Malaspina Hotel 1610	Radio Rep. Hunt Cooke	George Randall, p (Mrs.) Mary Sutherland, gm	C. A. Brian Scharf, cm R. Hartman, pd T. S. Walsh, ce	Peter Elkington, nd James M. Boygo, sd (Mrs.) Nancy Heath, wd	Wld. PN GE
NELSON						
CKLN 1939	1240 250	News Pub. Co., Ltd. 266 Baker St., 19	CBC Young Stovin	Alan R. Ramsden, gm	T. K. Oliver, nd	M. Furiak, wd	.... PN RCA
NEW WESTMINSTER						
CKNW 1944	1320 1,000 DA-N	William Rea Jr. 227 Columbia St. 3000	Nat'l Broadcast Sales Forjoe	William Rea Jr., p & gm Jim Scott, cm Hal Davis, pd	Phil Baldwin, asst. m Rolly Ford, pmm Bill Collins, ce	Les White, co-nd Earl Toppings, co-nd Jim Cox, sd	Assoc., Cole Wld., UP, PN, BUP RCA
PENTICTON						
CKOK 1948	800 1,000-LS 500-N	CKOK Ltd. 125 W. Nanimo Ave. 800	Radio Reps. Cooke	Maurice P. Finnerty, mgng. d Roy G. Chapman, sm Fred McDowell, nat'l slm	Vince A. Duggan, pdm & nd Bruce A. Howard, (loc.) slm	Harry O. Watts, traffic m James A. English, ce Dave Roegele, sd Patricia Hanlon, wd	St. PN GE
PORT ALBERNI						
CJAV 1946	1240 250	CJAV Ltd. 735 3rd Ave., N. 603	Nat'l Broadcast Sales Hunt	Charles J. Rudd, mgng. d Kenneth Hutcheson, cm	Thomas A. Rannie, pd H. Hollway, ce	Robert Hall, n & sd (Mrs.) L. R. Switzer, wd	Cole Cap., L-W, UP, BUP NE
PRINCE GEORGE						
CKPG 1946	550 250	Radio Station CKPG Ltd. Lyon Bldg. 140	CBS Trans-Canada All-Canada Weed	Frank H. Elphicke, p Cecil G. Elphicke, mgng. d Charles Cawdell, cm	Bob Leckie, pd Jeff Bridges, pmm	Cliff Steele, ce Jack E. Carbutt, sm	.... NE
PRINCE RUPERT						
CFPR 1938	1240 250	Northwest Bcstg. & Service (CBC leasee) 336 2nd Ave. 863	CBC Trans-Canada	Dr. Augustin Frigon, (CBC lessee)	C. H. Insulander, m		
TRAIL						
CJAT 1931	610 1,000	Kootenay Bcstg. Co., Ltd. 815 Victoria St. 1840	CBC Trans-Canada All-Canada Weed	E. W. Hazlewood, p J. W. Loader, m	J. P. Kobluk, pdm	J. D. Hepburn, ce	.... PN RCA
VANCOUVER						
CBR 1936	1130 5,000	Canadian Bcstg. Corp. 701 Hornby St. Marine 6121	CBC	Dr. Augustin Frigon (CBC) gm Kenneth Caple, reg. rep.	W. E. Powell (CBC Toronto), cm Douglas Nixon, pd	W. G. Clark (CBC), press & info. rep. A. Hilton, reg. engr.	.... CP ....
CBR-FM	*Ch. 289* *105.7mc* *1.4kw*						
CJOR 1926	600 5,000 DA-1	CJOR Ltd. 846 Howe St. Marine 6464	Dominion Stovin Young	G. C. Chandler, p F. W. Wellwood, exec. asst. D. E. Laws, cm	R. Mortimer, pd K. V. Cronin, pmm A. H. Chandler, ce	D. R. Baird, pdm K. Cutler, nd L. Watkis, wd	Mac. ,Thes. PN, BUP NE
CKMO 1925	1000 1,000	B. C. Bcstg. System 812 Roken St. Marine 1271	Cooke	Mrs. R. J. Sprott, p (Mrs.) Kay M. Willis, mgng d & wd	Dick Thompson, cm Norman Pringle, pdm R. McKenzie, ce	C. Stackhense, secy. & traffic d Roy Jacques, nd Fin Anthony, sd	Assoc., St., SES. .... RCA
CKWX 1923	980 5,000 DA-1	Western Bcstg. Co., Ltd. 543 Seymour St. Tatlow 5131	MBS All-Canada Weed	F. H. Elphicke, vp & gm Sam Ross, asst. m Jack Sayers, slm	Laurie Irving, prog. m Ken Hughes, pmm Charles Smith, ce	Bert Cannings, nd Al Jordon, sd Nina Anthony, wd	L-W, Wld. PN, BUP RCA
VERNON						
CJIB 1947	940 1,000	Interior Bcstrs. Ltd. 3330 Barnard Ave. 900	Dominion Radio Reps. Cooke	Howard Thompson, m			Assoc. ....
VICTORIA						
CJVI 1940	900 1,000 DA-N	Island Bcstg. Co. 520 View St., Garden 2014	CBC Dominion All-Canada Weed	Tim Matson, p Morris V. Chesnut, gm Lee F. Hallberg, cm	Richard T. Batey, pd James S. Crawford, pmm Joseph Sommers, ce	Bruce Lowther, nd Ted Reynolds, sd Barbara Shaw, wd	Thes. PN RCA
CKDA 1950	1340 250	Capital Bcstg. System Hotel Douglas Garden 9311	Radio Reps. Hunt Forjoe	David M. Armstrong, o & m Gordon M. Reid, asst. & cm	C. Edward Farey, pd David G. Hill, pdm Norman E. Bergquist, ce	Don Wilson, nd Bill Stephenson, sd	St. BUP GE

MANITOBA

BRANDON						
CKX 1928	1150 1,000	Western Manitoba Bcstrs. Ltd. 8th St. & Princess Ave. 4532	CBC Dominion Radio Reps. Cooke	John B. Craig, mgng. d & gm Ernie D. Holland, cm	Eric Davies, pd A. W. Olson, pmm E. Humphrey Davies, ce	Ken. Milton, sd Beth Larson, wd	Thes., Wld. PN NE
DAUPHIN						
.... CP)	1230 250	Dauphin Bcstg. Co., Ltd.				
LIN FLON						
CFAR 1937	590 1,000	Arctic Radio Corp. Ltd. 75 Hill St. 590	Trans-Canada	C. H. Whitney, gm J. Thiele, cm	T. Nelson, pd G. Woodward, ce	E. Smallwood, nd	PN

MANITOBA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* **or** *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
ST. BONIFACE							
CKSB 1946	1250 1,000	Radio-Saint-Boniface Ltd. 607 Langevin St. 203-949	Renaud McGillvra	Dr. Paul L'Heureux, p Roland Couture, g & cm Rene Dussault, pd	D. R. Thomson, ce Norbert Prefontaine, nd	Etienne Bohemier, sd Rosemarie Bissonnette, wd	Wld. BUP ....
WINNIPEG							
CBW 1948	990 50,000	Canadian Bcstg. Corp. 300 Manitoba Telephone Bldg. 922191	CBC	Dr. Augustin Frigon, (CBC) gm J. R. Finlay (CBC Prairie) reg. rep.	W. E.Powell (CBC Toronto), cm Nairn Mogridge, sm	C. E. L'Ami (CBC), press & info. rep. R. D. Cahoon, reg. engr.	.... CP, PN, BUP, R ....
CJOB 1946	1340 250	Blick Bcstg. Ltd. Lindsay Bldg. 926-374	Radio Reps. Young Cooke	J. O. Blick, p A. J. Messner, cm G. C. Davies, pd	J. Gibson, pmm R. V. Durie, ce	Alan Bready, nd George McCloy, sd	Assoc., L-W, St., Thes., Wld. AP, UP PN, BUP NE
CJOB-FM *1948*	*Ch. 276* *103.1mc* *0.25kw*						.... *GE*
CKRC 1934	630 5,000 DA-N	Trans-Canada Communications Free Press Bldg. 922-266	CBC All-Canada Weed	V. Sifton, p W. A. Speers, gm B. M. Pirie, cm	Jack M. Hill, pd F. Maurice Desourdy, pmm	A. W. Hooper, ce Ev Dutton, nd	L-W, St. CP, BUP RCA
CKY 1950	580 5,000	Lloyd Moffat 432 Main St. 931531	Stovin Cooke	Lloyd Moffat, p A. R. MacKenzie, gm	M. Ellis, cm W. Collier, prog. m	H. Munro, pmm	Cap., SES. UP, PN, BUP NE

NEW BRUNSWICK

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
CAMPBELLTON							
CKNB 1939	950 1,000	Restigouche Bcstg. Co. Ltd. P. O. Drawer 226 8	CBC Hardy Weed	J. W. MacDonald, p Dr. Chas. H. Houde, gm C. S. Chapman, sm	Robt. Richards, pd Bill Harper, pmm L. P. Paquet, ce	John Allingham, sd Margaret Taylor, wd	.... NE
EDMUNDSTON							
CJEM 1944	1230 250	Edmundston Radio Ltd. 91 Canada Road 880	CBC Young Stovin	Georges Michaud, p Maurice Lacasse, m, pd, & pmm	Georges Guerrette, cm Yvon Roy, chief tech. Reynald Teasdale, nd	Leopold Bedard, fd Hermel Dumont, sd Jean-Marie Carney, wd	Wld. .... NE
FREDERICTON							
CFNB 1922	550 5,000 DA-N	James S. Neill & Sons Ltd. York St. 5501	CBC Trans-Canada Weed All-Canada	J. Stewart Neill, p D. Malcolm Neill, gm	H. L. McFee, sls & pmm J. T. H. Fenety, pd & sd	Glenn Love, ce Claude Cain, nd	St., Thes. BUP RP Marc.
MONCTON							
CKCW 1934	1220 5,000 DA-N	Moncton Bcstg. Ltd. K of P Bldg. 9111	Dominion Stovin Young	F. A. Lynds, p & gm Michael Wood, pd Hubert Button, pmm	James White, ce W .M. Brown, office m J. Irving, nd	Robert Reid, fd Earl Ross, sd Joan Nelson, wd	Wld. BUP RP RCA
NEWCASTLE							
CKMR 1949	1240 250	Miramichie Bcstg. Co. Ltd. Castle St. 690					
SACKVILLE							
CBA 1939	1070 50,000	Canadian Bcstg. Corp. 100 Sackville St., Halifax, N. S. 3-6188	CBC Trans-Canada	Dr. Augustin Frigon, (CBC) gm W. E. S. Briggs (Maritime reg. rep.)	W. E. Powell (CBC Toronto) cm	H. M. Smith (Maritime reg. engr.	.... CP, PN BUP ....
SAINT JOHN							
CFBC 1946	930 5,000 DA-N	Fundy Bcstg. Co. Ltd. 4 Carleton St. 3-2421	CBC Dominion Alexander Hunt Weed	Dr. A. M. A. McLean, p Robert T. Bowman, gm & fd C. F. Bedford, cm	Richard J. Gallagher, pmm Harold M. Stout, ce	David Rogers, nd R. Gordon Smith, sd Margaret E. Williams, wd	St. BUP RP RCA
CHSJ 1934	1150 5,000 DA-N	New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-3304	Trans-Canada Young Stovin	George A. Cromwell, gm Herman Covey, cm Cleve G. Stillwell, pd	J. G. Bishop, ce L. C. Rudolf, fd	Fred Blizzard, sd Jene Wood, wd	Assoc. L-W, Wld. PN NE
CHSJ-FM *1947*	*Ch. 263* *100.5mc* *0.32kw*						.... *GE*

NEWFOUNDLAND

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
CORNER BROOK							
CBY 1949	790 1,000	Canadian Bcstg. Corp. Corner Brook	CBC Trans-Canada	Dr. Augustin Frigon (CBC) gm W. E. Powell (CBC Toronto), cm	William F. Galgay, reg. rep.	Ron C. Fraser (CBC Toronto) d press & info service C. V. Hierlihy, sm	.... CP, PN, BUP, R ....
GANDER							
CBG 1949	1450 250	Canadian Bcstg. Corp. Gander	CBC Trans-Canada	Dr. Augustin Frigon (CBC) gm William F. Galgay, reg. rep.	W. E. Powell (CBC Toronto), cm A. Barrett, sm	Ron C. Fraser (CBC Toronto) d press & info service	.... CP, PN, BUP, R ....
GOOSE BAY							
*CGB	1350 250	Royal Canadian Air Force Goose Bay					

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GRAND FALLS							
CBT 1949	1350 1,000	Canadian Bcstg. Corp. Grand Falls	CBC Trans-Canada	Dr. Augustin Frigon (CBC) gm William F. Galgay, reg. rep.	W. E. Powell (CBC Toronto), cm John J. Grace, sm	Ron C. Fraser (CBC Toronto) d press & info service	.... CP, PN, BUP, R ....
HARMON FIELD							
*VOHF 1945	1490 50	U. S. Air Force Harmon Field					
ST. JOHN'S							
CBN 1949	640 10,000	Canadian Bcstg. Corp. St. John's	CBC Trans-Canada	Dr. Augustin Frigon (CBC) gm William F. Galgay, reg. rep.	W. E. Powell (CBC Toronto), cm	Ron C. Fraser (CBC Toronto), pmm	.... CP, PN, BUP, R ....
CJON 1951	930 5,000 DA-N	Radio Station CJON		Geoff Stirling, p & m Don Jamieson, pdm			
*VOAR 1931	1230 100-D	Seventh-Day Adventists 106 Freshwater Rd., Box 574 6760		Philip Moores, gm & pd	George Rabbits, ce	Mrs. Philip Moores, secy. & wd	.... G
VOCM 1936	590 1,000	Colonial Bcstg. System Pope Bldg. 3148	Stovin Weed	J. L. Butler, p M. Shulman, cm	J. M. Murdoch, pd W. B. Williams, ce	H. Brown, sd J. Horwood, wd	Thes., Wld. .... RCA
*VOWR	700 500-SH	Wesley Radio Board Patrick St.					

NOVA SCOTIA

ANTIGONISH							
CJFX 1943	580 5,000 DA-1	Atlantic Bcstrs. Ltd. Broadcasting Bldg.	Dominion Natl. Bcst. Sales Young	J. Clyde Nunn, mgngd	James Borroughs, slm		L-W PN ....
BRIDGEWATER							
CKBW 1947	1000 1,000 DA-N	Acadia Bcstg. Co., Ltd. 399 King St. 445	CBC Radio Reps. Cooke	C. J. Morrow, p John F. Hirtle, gm Howard E. MacLean, cm	James A. MacLeod, pd & sm & nd Bruce Rafuse, pmm Douglas Hirtle, ce	Lester L. Rogers, slm Clary Hunter, fd Bruce Rafuse, sd Dorothy Oakes, wd	.... RCA
HALIFAX							
CBH 1944	1330 100	Canadian Bcstg. Corp. 100 Sackville St. 3-6188	CBC	Dr. Augustin Firgon (CBC), gm W. E. S. Briggs, Maritime reg. rep.	W. E. Powell (CBC Toronto), cm	S. R. Kennedy, sm Ron Fraser, d of press & info service	.... CP, PN, BUP, R ....
CHNS 1926	960 5,000	Maritime Bcstg. Co. P. O. Box 400 3-8318	CBC All-Canada Weed	Andrew W. Robb, p William Coates Borrett, vp	Douglas A. Grant, bus. m Gerald J. Redmond, sm	Arthur W. Greig, ce	Thes., L-W PN, BUP NE
CHNS-FM *1949*	*Ch. 241* *96.1mc* *0.25kw*						.... *RCA*
CJCH 1944	920 5,000 DA-N	Chronicle Co., Ltd. Lord Nelson Hotel 3-7311	Mulvihill Young	E. Finlay MacDonald, m Clair L. Chambers, slm Clint V. Godwin, pd & nd	Maurice Foisy, pmm A. R. MacWilliams, ce Howard E. Gerard, off. m	Daniel L. Gallivan, sd (Mrs.) Abbie Lane, wd	Assoc., St. PN, CP NE

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13 MILLION CANADIANS CAN'T BE WRONG!

THOSE 13 million are the Canadians who listen to the radio, over 93% of all Canadian homes. They do more than listen to the radio . . . They spend money, lots of it. Over 9 billion dollars last year is the latest estimate for retail sales. And with an oil boom in Alberta, uranium in Saskatchewan, and new heavy industry in Quebec there's going to be lots more spent in '51-'52!

This is a rich market. But Canada is a vast country, stretching 4,280 miles from St. John's to Vancouver, nearly 4 million square miles in area. Your problem is: How to cover this area, both urban and rural, with a maximum number of sales messages for every advertising dollar expended.

It's no secret: Use *radio*. Every week effective sales messages go by radio into millions of Canadian homes; and every week those same homes buy the products advertised. It's as simple as that! With radio you cover the cities, the farms, and those isolated areas where there's lots of money and no medium other than radio giving complete coverage. The independent radio stations of Canada have done a big job in Public Service, and now it's paying off. Radio has the respect of the public—the hold on the public—the sales punch that delivers the dollars. So, just figure out how much of that nine billion dollars could be yours and remember . . .

"IN CANADA YOU SELL 'EM WHEN YOU TELL 'EM!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

See You There!

We just don't have time to write to all our good friends who would like to attend our Annual Meeting, March 24th-27th (at the Royal York Hotel, Toronto). We sincerely hope this will serve as our personal invitation. You'll all be most welcome!

CANADIAN · ASSOCIATION · OF · BROADCASTERS ·
C A B

Canadian Association of Broadcasters

108 SPARKS ST.,
OTTAWA.

37 BLOOR ST., WEST,
TORONTO.

NOVA SCOTIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
KENTVILLE							
CKEN 1948	1490 250	Evangaline Bcstg. Co., Ltd. Radio Center 400	Alexander	A. M. Bishop, p & ce J. A. C. Lewis, gm	Mrs. E. MacMillan, cm W. A. Bishop, pd & nd	Bernard Butler-Grey, pmm R. W. Higgins, sd	Mac. PN GE
SYDNEY							
CBI 1948	1570 1,000	Canadian Bcstg. Corp. 247 Charlotte St.	CBC	Dr. Augustin Frigon (CBC), gm W. E. S. Briggs, Maritime reg. rep.	W. E. Powell (CBC Toronto), cm Barry MacDonald, sm	Ron Fraser (Toronto), d of press & info. service	.... CP, PN, BUP, R ....
CJCB 1929	1270 5,000-LS 1,000-N	Eastern Bcstrs. Ltd. Radio Bldg. 5596	CBC All-Canada Weed	J. M. Nathanson, p & gm C. J. McDougall, c & pmm T. C. Robertson, pd	A. Veronon, ce R. E. Bennett, nd	P. Connolly, sd Ann Terry, wd	Thes., L-W, United PN Marc.
CJCB-FM *1948*	*Ch. 235* *94.9mc* *0.25kw*						.... *GE*
TRURO							
CKCL 1947	1400 250	Colchester Bcstg. Co. Ltd. 7 Pleasant St. 491	Renaud	J. A. Manning, p & gm Alex Thomson, cm Jim Regan, pd	E. S. Bernasconi, ce Graham Galloway, n & fd	Wyn Langille, sd Helen MacLellan, wd	Assoc. BUP, Radio Press NE
WINDSOR							
CFAB 1946	1450 250	Evangeline Bcstg. Co. Ltd. Radio Center, Kentville 400	Alexander	A. M. Bishop, p & ce J. A. C. Lewis, gm	Mrs. E. MacMillan, cm W. A. Bishop, pd & nd	Bernard Butler-Grey, pmm R. W. Huggins, sd	Mac. .... NE
YARMOUTH							
CJLS 1934	1340 250	Gateway Bcstg. Co., Ltd. 222 Main St. 500					

ONTARIO

BARRIE							
CKBB 1949	1230 250	Ralph T. Snelgrove 26 Elizabeth St. 5585	Young Mulvihill Radio Time Sales	Ralph Snelgrove, p & gm H. J. Snelgrove, ass. m Arthur C. Harrison, cm	Richard Mungham, pd, pmm & nd Bill Maynard, fd	Jack Mattenley, ce Dave Wright, sd	.... AP RCA
BELLEVILLE							
CJBQ 1946	1230 250	Quinte Bcstg. Co. 11 Victoria Ave. 3200	Stovin Young	A. M. Haig, p W. H. Stovin, gm J. H. MacDonald, cm	Scott Hannah, pd Don Rose, pmm J. Buchanan, ce	Phil Flagler, fd Jack Devine, sd Marcia MacLaren, wd	Wld., Thes. .... NE
BRANTFORD							
CKPC 1923	1380 1,000 DA-N	Telephone City Broadcast 525 Colborne St. 3-2664	CBC Alexander	(Mrs.) Florence Buchanan, p & gm Hugh Bremner, cm	Jack Church, ce Frank Kovacs, nd Michael Warren, fd	Bill Pring, sd Maidie Frowe, wd	Wld. BUP WE
CKPC-FM *1948*	*Ch. 234* *96.4mc* *0.25kw*						.... *GE*
BROCKVILLE							
CFJR 1943	1450 250	Jack R. Radford 7 King St., W.	CBC Trans-Canada Stovin Young	Jack R. Radford, p, g & cm, nd Al Hunter, pd	Keith McKay, pmm John G. Brasford, ce Edgar Clow, fd	Tom Statham, sd Helen Everetts, wd	.... BUP RCA
CHATHAM							
CFCO 1926	630 1,000 DA-N	John Beardall 42 King St., W. 2626	CBC	John Beardall, p & gm P. A. Kirkey, coml. d & pmm	Lee Sheltus, pd Gordon D. Brooks, ce	Eunice Gardiner, n & wd	Cole, Cap. BUP NE
CORNWALL							
CKSF 1945	1230 250	Daily Standard-Freeholder 36 Pitt St. 4800	CBC Stovin McGillvra	Fred H. Pemberton, gm Carl Fisher, prod. d & sd	Mahlon Clark, ce Jack Reid, nd	K. E. Lantz, fd Ruth Welsh, wd	Thes. AP ....
CKSF-FM *1948*	*Ch. 284* *104.3mc* *0.6kw*						
FORT FRANCES							
CKFI 1944	800 1,000-LS 500-N	Bcstg. Station CKFI Ltd. 240 Scott St. 200	KBS, CBC Alexander Bcst. Reps. Hunt	J. G. McLaren, p & pmm, nd W. H. McLellan, secy-treas & cm	Charles Renaud, pd & sd Dick Endseth, ce	Georgina McDonald, traffic sup. Gordon McBride, fd Joyce Taylor, wd	.... PN NE
FORT WILLIAM							
CKPR 1931	580 1,000	H. F. Dougall Co. Ltd. Radio Hall, Victoria Ave 3-3477	CBC Radio Reps. Stovin All-Canada Young	H. F. Dougall, p & gm G. D. Jeffrey, cm	J. P. Friesen, pd & nd W. T. Ross, ce	Paul Hack, sd August Frauenfeld, pmm	Thes., Mac. PN RCA
CKPR-FM *1948*	*Ch. 232* *93.4mc* *0.25kw*						
GUELPH							
CJOY 1948	1450 250	CJOY Ltd. Bond Bldg. 555	Radio Rep. Cooke	Wallace Slatter, p & sm Frederick T. Metcalf, vp, secy-treas, cm Donald LeBlanc, pd	Barbara Kitchen, office m D. A. Page, ce Cameron Langford, nd	Carl Banas, fd Hugh Bowman, sd Kaye Knights, wd	.... PN RCA

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CBC NETWORKS...

Serve all Canadians

ADVERTISERS currently sponsoring programs of *Canadian Talent* over both English and French Networks include:

CANADA PACKERS, LIMITED
  "T.S.O. Pop Concerts"
  "Mosaïque Canadienne"

CANADIAN INDUSTRIES LIMITED
  "Singing Stars of Tomorrow"
  "Le Curé du Village"

COLGATE-PALMOLIVE-PEET COMPANY
  "The Happy Gang"
  "Les Joyeux Troubadours"

DAIRY FARMERS OF CANADA
  "Down Dairy Lane"
  "Perrette et le Trio des Petits"

FORD MOTOR COMPANY OF CANADA LIMITED
  "Ford Theatre"
  "Théâtre Ford"

IMPERIAL OIL LIMITED
  "Imperial Esso Hockey Broadcasts"
  "Le Radiohockey Esso Imperial"

LEVER BROS., LIMITED
  "Laura Limited"
  "Un Homme et Son Péche"

POND'S EXTRACT CO. OF CANADA LIMITED
  "John and Judy"
  "Ceux qu'on Aime"

ROBIN HOOD FLOUR MILLS, LIMITED
  "Musical Kitchen"
  "Je Vous ai Tant Aimé"

EVERY section of Canada is served by the CBC . . . not only the big metropolitan centers but also the thousands of smaller communities and the vast rural areas spread across the Dominion.

Two CBC networks—Trans-Canada and Dominion—serve *English-speaking* Canadians . . . while the CBC French Network provides a separate program service designed especially to meet the tastes and interests of *French-speaking* Canadians.

Used *in combination*, CBC Networks . . . English and French . . . make Canada ONE BIG MARKET. They provide the coverage, the penetration and the *sales results* that make CBC network radio a most attractive advertising buy.

In the development and production of Canadian Talent Programs . . . French and English . . . the CBC is glad to extend its fullest assistance to advertising agencies and their clients.

CBC
RADIO CANADA

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street, Toronto 5, Ontario

1425 Dorchester Street West, Montreal 25, Quebec

XUM

ONTARIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
HAMILTON							
CHML 1927	900 5,000 DA-N	Maple Leaf Bcstg. Co. Ltd. 848 Main St., E. 9-2411	CBC Young Nat'l Bcst. Sls.	Kenneth D. Soble, p Tom E. Darling, m W. D. Whitaker, cm	Russ J. Eastcott, prog. m Daryl F. Wells, pmm Phil Tahany, co-ce	Hugh Potter, co-ce Ray Hill, nd Norm Marshall, sd	Assoc., St. PN RCA
CHML-FM *1948*	*Ch. 234* *94.1mc* *0.36kw*						
CJXH(FM) *1949*	*Ch. 275* *102.9mc* *9.2kw*	*Hamilton Spectator* *163 Jackson St., W.* *7-1141*					
CKOC 1922	1150 5,000	Wentworth Radio Bcstg. Co. Ltd. 32 John St., N. 7-4483	CBC All-Canada Weed	H. R. Carson, p W. T. Cranston, gm J. L. Potts, asst. m L. A. Westmoreland, cm	Keith M. Lockhart, pd W. H. Edge, pmm Leslie Horton, ce Hal Gibson, sup. of pub.	Gordon Morris, nd Bob Dorsey, fd Perc Allen, sd Joan Pritchard, wd	Thes., Wld. PN Marc.
KENORA							
CJRL 1938	1220 1,000	Carl Johnson Johnson Block 6212	CBC Stovin Cooke	Carl Johnson, p George A. McLean, sm & cm	J. Thom, pd J. Pierce, pmm J. Edwards, ce	John Hodges, nd Keith MacKenzie, sd Mrs. E. L. Holmes, wd	Thes. Canadian Press NE
KINGSTON							
*CFRC	1490 100	Queen's U. Fleming Hall					
CKWS 1942	960 5,000 DA-1	The Brookland Co. 306 King St. 4401	Trans-Canada Nat'l Bcst. Sls.	Senator W. R. Davies, p Roy W. Hofstetter, sm	El Jones, cm J. Pollie, pd	B. Cobb, ce	L-W, Wld. PN RCA
CKWS-FM *1947*	*Ch. 242* *96.3mc* *0.25kw*						
KIRKLAND LAKE							
CJKL 1934	560 5,000 DA-N	Roy H. Thomson Government Rd., Woolworth Bldg. 27	CBC Nat'l Bcst. Sls. Cooke	Roy H. Thomson, p J. M. Davidson, gm D. R. Lawrie, sm Doug Scanlan, cm	Don Nairn, pd Leicester Oliver, ce Al Brooks, nd	Bob Redmond, fd Don Hamilton, sd Doreen Haddow, wd	L-W, Thes. PN RCA
CJKL-FM *1948*	*Ch. 229* *93.7mc* *0.25kw*						
KITCHENER							
CFCA(FM) *1949*	*Ch. 291* *106.1mc* *10kw*	*Pollock Enterprises Ltd.* *47 King St., W.*		*Carl A. Pollock, p & gm*	*E. Chris Fairley, cm & pd*	*Robert Munn, ce*	*Wld.* *Canadian Press* *GE*
CKCR 1929	1490 250	Kitchener-Waterloo Bcstg. Co. Ltd. 125 King St., W. 3-3628	CBC Renaud Young	Gilbert Liddle, p & gm James C. Mitchell, cm & co-sd	Mrs. W. C. Mitchell, vp Donald Martz, pd & co-sd Bill Marchand, ce	Terry O'Connell, nd Marianne Tonkin, wd	Assoc. PN RCA
CKCR-FM *1948*	*Ch. 244* *96.7mc* *0.36kw*						
LONDON							
CFPL 1933	980 5,000 DA-2	London Free Printing Co. Ltd. 442 Richmond St. 4-2121	CBC All-Canada Weed	W. J. Blackburn, p & mgng. d M. T. Brown, gm K. S. Chase, cm	R. A. Reinhart, pd D. C. Trowell, pmm G. A. Robitaille, ce J. N. Illman, prod. m	J. V. Trethewey, nd Roy Jewell, fd K. F. Ellis, sd (Mrs.) Mary Ashwell, wd	L-W, St. PN RCA
CFPL-FM *1948*	*Ch. 240* *95.9mc* *4.44kw*						.... *GE*
NIAGARA FALLS							
CHVC 1947	1600 5,000-LS 1,000-N-DA	Radio Station CHVC Ltd. Rainbow Bridge 4110	Alexander Cooke	B. Howard Bedford, p & gm R. H. Hamilton, adv. m	A. W. Blakely, prod. d O. O. Bingleman, ce Bill Killough, n & fd	Bill Cudahy, sd Ruth Chantrey, wd	Thes. BUP WE
NORTH BAY							
CFCH 1931	600 1,000	Northern Bcstg. Co. Ltd. Fraser St. 2400	CBC Trans-Canada Nat'l Bcst. Sls.	R. H. Thomson, p. J. Davidson, gm K. Packer, sm	G. Burnett, cm P. Clayton, pd J. Barnaby, ce	A. Couples, fd G. Vale, sd Jeri DeMarco, wd	St., L-W PN RCA
CFCH-FM *1949*	*Ch. 292* *106.3mc* *0.25kw*						
ORILLIA							
CFOR 1945	1570 1,000	Gordon E. Smith 101 Mississaga St., E. 3511	CBC Stovin	Gordon E. Smith, p & gm Alex C. Gilmour, cm Pete McGarvey, pd & fd	R. E. Waters, pmm George Slinn, ce Harv. Johnstone, nd	Jim Sullivan, sd Nora North, wd	Cole BUP RCA
OSHAWA							
CKLB 1946	1240 250	Lakeland Bcstg. Co. Ltd. 16 Centre St. 3-3415	CBC Alexander McGillvra	A. H. Collins, p & gm Doug. (Tug) Wilson, cm Gus Habberfield, pd	L. Solway, sm & fd Donald Ockendon, ce John Wacko, nd	Ross Drew, sd Mary Vollmer, wd	Wld. PN RCA
OTTAWA							
CBO 1924	910 1,000	CBC Chateau Laurier	CBC	Dr. A. Frigon, (CBC) gm Charles Wright, sm	W. E. Powell, cm Ron Fraser, pmm (CBC Toronto)	J. A. Ouimet, ce (CBC Montreal)	.... Canadian Press BUP Reuters
CBO-FM *1948*	*Ch. 380* *103.3mc* *0.38kw*						....
CFRA 1947	560 1,000 DA-2	Radio Station CFRA Catherine St. 3-6241	All-Canada Weed	Frank Ryan, p & gm	E. W. Atkinson, asst. m	George Gowling, cm	Cap, Cole, L-W, St. ....

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CFRA-FM *1948*	*Ch. 230* *93.8mc* *0.25kw*						
CKOY 1949	1310 5,000-LS 1,000-N-DA	CKOY Ltd. 272 Somerset St., W. 3-5658	CBC Nat'l Bcst. Sls. Cooke	Duncan McTavish, p Dan V. Carr, gm Keith Sterling, pd	Donna Hayley, pmm Jack Pond, ce Brian Brown, traffic m	Jack Alexander, nd Jack Daly, sd	Assoc., L-W PN BUP ....
OWEN SOUND							
CFOS 1940	1470 1,000	Grey & Bruce Bcstg. Co. Ltd. 270 9th St., E. 1940	CBC Stovin Young	Howard Fleming, p Wm. N. Hawkins, gm D. Ferry, cm	E. Smith, pd Wm. Fulton, pmm & nd R. Turnpenny, ce	Wm. McKenzie, fd Wm. Danl, sd I. Doyle, wd	Wld. PN RCA
PEMBROKE							
CHOV 1942	1350 1,000 DA-1	The Ottawa Valley Bcstg. Co. Ltd. 197 Albert St. 1350	CBC Stovin Young	E. Gordon Archibald, p, gm & fd	Ramsey F. Garrow, c & pmm William K. Kutschke, pd, n & sd	W. Edwin Schmidt, ce Betty Miller, wd	Thes., SES. BUP RCA
PETERBOROUGH							
CHEX 1942	1430 1,000 DA-2	Brookland Co. Hunter St. 20451	CBC Nat'l Bcst. Sls. Cooke	W. Rupert Davies, p Russ Baer, m	Douglas Burrows, pd A. E. (Bert) Crump, ce Paul Reid, nd	Doug Whalen, fd George Ludgate, sd	St., L-W PN RCA
CHEX-FM *1949*	*Ch 268* *101.5mc* *0.25kw*						.... *GE*
PORT ARTHUR							
CFPA 1944	1230 250	Ralph H. Parker Public Utilities Bldg. 5-7651	CBC Weed Alexander Bcst. Reps.	Ralph H. Parker, p & gm	R. P. MacGowan, cm	Al Davidson, pd	St. PN RCA
ST. CATHARINES							
CKTB 1933	620 1,000	Niagara District Bcstg. Co. Ltd. 12 Yates St. Mutual 5-7351	CBC Mulvihill Radio Time Sales McGillvra	W. B. Burgoyne, p W. C. Wingrove, g & pmm V. A. Lococo, cm	J. Dawson, pd W. H. Allen, ce J. Morrison, nd	C. McKnight, fd Rex Stimers, sd E. Flintoft, wd	Thes. PN ....
CKTB-FM *1933*	*Ch. 249* *97.7mc* *0.25kw*						
ST. THOMAS							
CHLO 1948	680 1,000 DA-1	Radio Station CHLO Ltd. 133 Curtis St. 3696	CBC Radio Rep. Cooke	G. Clarence Nichols, p	John C. Warder, gm & ce	L. C. Evans, pd & sd	L-W, Assoc. PN NE
SARNIA							
CHOK 1946	1070 5,000-LS 1,000-N DA	Sarnia Bcstg. Co., Ltd. 148½ North Front St. Digby 1121		Claude R. Irvine, p Karl E. Monk, sm Arthur H. J. O'Hagan, cm Frank P. Stalley, pd	(Mrs.) Evelyn Wallace, pmm Robert F. Cooke, ce	Elaine MacDonald, traffic m & wd Gil Christy, sd	L-W, St. PN RCA
CHOK-FM *1947*	*Ch. 248(A)* *97.5mc* *0.25kw*						

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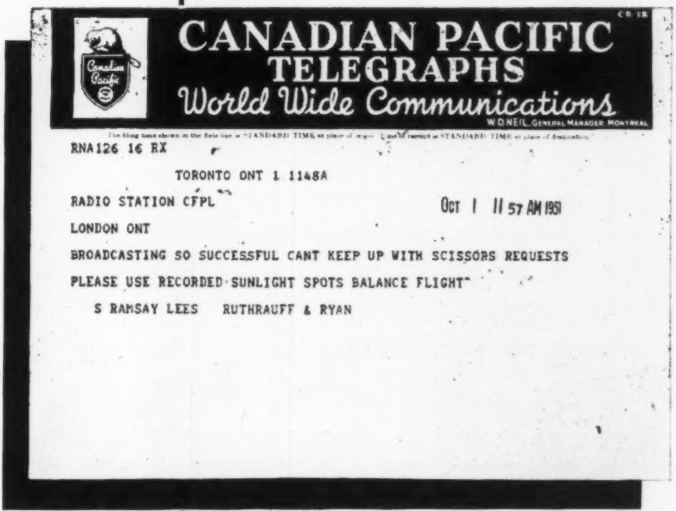

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LONDON ONT

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ONTARIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
SAULT STE. MARIE							
CJIC 1934	1490 250	J. G. Hyland P. O. Box 218 Algoma 3-1121	CBC Alexander McGillvra	J. G. Hyland, p & gm E. G. Vance, cm J. B. Scully, pd & pmm	D. N. Irwin, ce Lionel McAuley, nd	**John Mislan, sd** Helen Johnston, wd	Wld. PN RCA
CJIC-FM *1949*	*Ch. 263 (A)* *100.5mc* *0.25kw*						
STRATFORD							
CJCS 1935	1240 250	F. M. Squires 125 Ontario St. 1675	CBC All-Canada Weed	Frank M. Squires, p & gm Stanley E. Tapley, cm	Alex L. Smith, pd & pmm John Grigg, ce	Charles Trethewey, nd Bill Inkol, sd	Wld. BUP G
SUDBURY							
CHNO 1947	1440 1,000 DA-N	The Sudbury Bcstg. Co. Ltd. 166 Elm St., W. 6-6416	CBC Renaud Young Hunt	F. Baxter Ricard, p & gm Rene Riel, c & sm Wilf Davidson, pd	John Anthony, pmm Wallace Robert, ce Gordon Sweetman, slm	Wilfrid Hayden, n & sd Jean Beaudry, fd Claire Laberge, wd	Assoc. PN RCA
CKSO 1934	790 5,000 DA-N	CKSO Radio Ltd. 21 Elgin St., N. 7-7505	Trans-Canada Weed All-Canada	G. M. Miller, p W. J. Woodill, gm	Kenneth Dobson, cm Robert Alexander, pd	Bonnie Swain, pmm James McRae, ce	Thes. PN Marc.
TIMMINS							
CKGB 1933	680 5,000 DA-N	Northern Bcstg. Co. Ltd. Thomson Bldg. 1500	CBC Cooke Nat'l Bcst. Sls.	Roy H. Thomson, p Jack Davidson, gm H. C. Freeman, sm Douglas Manning, cm	Jesse French, pd Bill Nadeau, pmm E. D. Mott, ce	Torben Wittrup, nd Fred Sherratt, sd Anne Valentich, wd	St., L-W PN RCA
CKGB-FM *1948*	*Ch. 233 (A)* *94.5mc* *0.25kw*						.... *GE*
TORONTO							
CBL 1927	740 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	CBC	Dr. A. Frigon (CBC), gm Ernest L. Bushnell, gen pd	W. E. Powell, cm Harry J. Boyle, pd	Ron C. Fraser, pmm J. A. Ouimet, ce	.... PN, PUP, CP ....
CBL-FM	*Ch. 256* *99.1mc* *5.58kw*						
CFRB 1927	1010 50,000	Rogers Radio Bcstg. Co. 37 Bloor St., W. Princes 5711	CBS All-Canada Young	Harry Sedgwick, p Lloyd Moore, sm Waldo Holden, cm	Wes McKnight, pd & sd Ken Marsden, pmm Clive Eastwood, ce	Wishart Campbell, mus. d Rex Frost, fd	Thes., Wld. PN, BUP RCA
CFRB-FM *1949*	*Ch. 260(A)* *99.9mc* *0.2kw*						
CHUM 1945	1050 1,000	York Bcstrs. 225 Mutual St. Empire 4-4271	McGillvra Alexander	John Q. Part, p Robert L. Lee, g & cm	Leigh Stubbs, pd & wd Aurele Boisvert, ce	Phil Stone, sd	Cap., L-W PN WE
CJBC 1936	860 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	CBC	Dr. Augustin Frigon (CBC), gm	W. E. Powell, cm H. G. Walker, pd	Ron C. Fraser, pmm J. A. Ouimet, ce	.... CP, PN, BUP, R ....
**CJRT(FM)* *1949*	*Ch. 233* *91.1mc* *9.3kw*	*Byerson Inst. of Tech.* *50 Gould St.* *Waverley 2631*	CBC	*E. L. Palin, gm*	*Wallace Ford, pd*	*A. Kufluk, ce*	*Assoc.* *BUP* *GE*
CKEY 1944	580 5,000-LS 1,000-N DA-2	Toronto Bcstg. Co. 444 University Ave. Waverley 3881	Nat'l Bcst. Sales Cooke	Jack Kent Cooke, p & gm H. E. Cooke, sm Jack Turrall Donald W. Inswgy, pd Jack C. Ross, publ. d	Ernest O. Swan, ce Ed H. Houston, mus. d Kendrick Crossley, traffic m	Harry Rasky, nd Joe Crysdale, sd	Assoc., St., Wld. PN, BUP Marc.
CKFH 1951	1400 250 DA-1	Foster Hewitt Bcstg. Ltd. 1 Grenville St. Princess 1421	Radio Reps.	Foster W. Hewitt, p Howard C. Caine, sm	W. L. Smith, cm W. D. McGregor, ce	D. Robert Pugh, nd Bill Hewitt, sd	Thes. PN RCA
WINDSOR							
CBE 1950	1550 10,000-D	Canadian Bcstg. Corp. Security Bldg.	CBC	Dr. Augustin Frigon (CBC) gm M. L. Poole, sm	W. E. Powell (Toronto), cm Ron C. Fraser (Toronto), pmm	J. A. Ouimet (Montreal), ce	.... CP, PN, BUP, R ....
WINDSOR (Detroit)							
CKLW 1932	800 50,000 DA-1	Western Ont. Bcstg. Co. Ltd. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. Edward Campeau, p & gm E. Wilson Wardell, cm S. Campbell Ritchie, pd Art Gloster, pmm	William J. Carter, ce E. M. Saunders, d of pub. rel. W. H. Gatfield, treas. M. R. Pratt, traffic d	Val Clare, nd Austin Grant, fd Art Laing, sd Myrtle Labbitt, co-wd Mary Morgan, co-wd	St., Wld. UP, INS RCA
CKLW-FM *1949*	*Ch. 230 (A)* *93.9mc* *0.25kw*						
WINGHAM							
CKNX 1926	920 1,000	Radio Station CKNX Ltd. Josephine St. 158	CBC Alexander Young	W. T. Cruickshank, p & gm John J. Cruickshank, sm	**Vincent Dittmer, pmm** Scott Reid, ce John S. Strong, nd	Robert Carbert, fd M. L. (Tory) Gregg, sd Margaret Brophy, wd	Cole, L-W, St., Wld. BUP RCA
WOODSTOCK							
CKOX 1947	1340 250	Oxford Bcstg. Co., Ltd. P. O. Box 100 2400	Renaud	M. J. Werry, p & gm Geoffery Lewis, cm	William Whiting, pd T. Little, ce	Paul Freeman, nd	L-W, Wld. BUP RCA
CKOX-FM *1948*	*Ch. 295* *106.9mc* *0.26kw*						

QUEBEC

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represen-tative	Executive Abbreviations			Transc. Library, News Service Transmitter
AMOS							
CHAD 1942	1340 250	Northern Radio Inc. Rouyn					
CHICOUTIMI							
CBJ 1933	1580 10,000	Canadian Bcstg. Corp. 286A rue Racine 155	CBC	Dr. Augustin Frigon (CBC), gm Vilmond Fortin, sm	M. Valiquette, cm Marcel Ouimet, d of French Net.	J. Saint-Georges, pmm J. A. Ouimet, (Montreal) ce	.... CP, PN, BUP, R ....

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GRANBY							
CHEF **1945**	**1450** **250**	Granby Bcstg. Co., Ltd. 7 Johnson St. 353					
HULL							
CKCH **1933**	**970** **1,000**	La Cie Radiodiffusion CKCH 121 Notre Dame 77-2771	CBC Renaud McGillvra	Jean-Paul Lemire, cm Henri Bergeron, pd Henri Allard, pmm	Max Gebhardt, ce Georges Huard, nd	Jacques Moussette, sd Madeleine Duhamel, wd	.... BUP ....
JONQUIERE							
CKRS **1947**	**1240** **250**	Radio Saguenay Ltd. 359 Rue St. Dominique 720	Trans-Quebec Hardy Young	Henri Lepage, p Thomas H. Burham, s & cm	Paul H. Bouchard, pd & & pmm Paul Fortier, ce	Raymond Maynard, traffic m & nd	Wld. BUP G
LA SARRE							
CKLS **1950**	**1240** **250**	Radio La Sarre Inc.					
MATANE							
CKBL **1949**	**1250** **1,000 DA-1**	La Cie de Radiodiffusion 144 St. Jerome Ave. 355					
MONTREAL							
CBF **1937**	**690** **50,000**	Canadian Bcstg. Corp. Radio Canada Bldg. University 62571	CBC	Dr. A. Frigon (CBC) gm Marcel Ouimet, d of French Net.	M. Valiquette, cm J. Saint-Georges, pmm	J. A. Ouimet, ce	.... CP, PN, BUP, R ....
CBF-FM ***1947***	***Ch 236*** ***95.1mc*** ***10kw***						
CBM **1937**	**940** **50,000**	Canadian Bcstg. Corp. Radio Canada Bldg. University 62571	CBC	Dr. A. Frigon (CBC), gm W. E. Powell, cm	Ron Fraser, d, press & info. services	J. A. Ouimet, ce	.... CP, PN, BUP, R ....
CBM-FM ***1947***	***Ch 299*** ***100.7mc*** ***4.51kw***						
CFCF **1919**	**600** **5,000**	Canadian Marconi Co. 1231 St. Catherine St., W Plateau 2575	ABC CBC Weed All-Canada	J. A. Hammond, sm T. J. Quigley, cm R. Thompson, prog. m S. O'Connell, pmm	A. B. Clapp, studio sup. D. Dooner, traffic m. J. Howlett, prod. sup.	S. Harrison, asst. prod. sup. Gordon Sinclair, nd Keith Dancy, sd	St. BUP Marc.
CFCF-FM ***1947***	***Ch 293*** ***106.5mc*** ***7.5kw***						
CHLP **1933**	**1410** **1,000 DA-1**	La Patrie Publication Co., Ltd. Sun Life Bldg. University 6-6611	Alexander Hunt McGillvra	Sen. P. R. duTremblay, p Flavius M. Daniel, g & cm Marcel Marineau, pd	Alphonse Cloutier, ce Armand Goulet, nd	Roland Giguere, sd Hughette Proulx, wd	Assoc. PN, BUP GE
CJAD **1945**	**800** **5,000**	CJAD Ltd. 1191 Mountain St. University 6-6821	CBS	J. Arthur Dupont, p & gm R. L. Laurion, c & pmm	E. W. McGibbon, prog. sup. Allan K. Taylor, ce	Hamilton Grant, n & sd Grace Bartholomew, wd	Assoc., Cap., L-W, Thes., Wld. PN, BUP NE

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QUEBEC—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations *Owner* **o**; *Pres.* **p**; *Exec. vp* **evp**; *Gen. Mgr.* **gm**; *Sta. Mgr.* **sm**; *Coml. Mgr.* **cm**; *Sales Mgr.* **slm**; *Prog. Dir.* **pd**; *Chief Eng.* **ce**; *Prom. Mgr.* **pmm**; *Prod. Mgr.* **pdm**; *News, Farm, Sports* or *Women's Dir.* **nd, fd, sd, wd.**			Transc. Library, News Service Transmitter
Montreal (Cont'd)							
CKAC 1922	730 10,000-LS 5,000-N	La Compagnie De Publication De La Presse Ltd. 980 St. Catherine St., W. University 6-7301	CBS CBC Trans-Quebec Young Renaud	Hon. P. R. duTremblay, p Phil Lalonde, gm George Bourassa, cm Roy Malouin, asst. m	Berdinand Biondi, pd Paul Gelinas, pmm Len Spencer, ce Gabriel LaSalle, nd	Jaques Boisjoli, fd Andre Robert, sd Rejane DesRameaux, wd	Assoc., Wld. PN, BUP RCA
NEW CARLISLE							
CHNC 1933	610 5,000 DA-N	Gaspesia Radio Bcstg. Co., Ltd. New Carlisle 64	CBC Trans-Quebec Hardy Young	Dr. Charles E. Dumont, p Viateur Bernard, cm	Dr. Charles H. Houde, gm Gordon S. Coleman, ce	Raoul St-Julien, sd Odette Arsenault, wd	.... BUP NE
QUEBEC							
CBV 1939	980 1,000	Canadian Bcstg. Corp. Palais Montcalm 5-8155	CBC	Dr. Augustin Frigon (CBC), gm Guy Dumais, sm	Maurice Valiquette (CBC) Montreal, cm	Jean Saint-Georges (Montreal), sup. of press & info.	.... CP, PN, BUP, R ....
CHRC 1926	800 5,000	CHRC Ltd. 39 St. John St. 2-8177	Trans-Quebec Hardy Young	Herve Baribeau, p Henri Lepage, gm Aurele Pelletier, cm	Magella Alain, pd Arsene Nadeau, ce Leon Delisle, secy-treas.	Maurice Descarreaux, n & sd	L-W PN, BUP Marc
CHRC-FM *1949*	*Ch. 251* *98.1mc* *0.59kw*						
CJNT 1949	1340 250	Goodwill Bcstrs. Co. of Quebec Inc. 405 Blvd. Hamel 5-6119					
CKCV 1926	1280 1,000	CKCV Ltd. 142 St. John St. 2-1585	CBC Weed Renaud	Gaston Pratte, p Paul Lepage, g & cm Marcel Leboeuf, pd	Norman Maltais, pmm Marie Paule Vachon, asst. m Albert Duberger, ce	Roger Bruneau, nd Rene Collard, sd Madeleine Lachance, wd	Wld. PN Marc.
RIMOUSKI							
CJBR 1937	900 5,000	The Central Public Service Corp. 1 St. John St. 2217	CBC Stovin Young	Hon. J. A. Brillant, p Jacques Brilliant, asst. to p Andre Lecomte, gm	Antonio Pineault, cm Guy Ross, pd Francois Raymond, pmm F. C. Doak, ce	Jean Tetreault, nd Arthur Rioux, fd Bernard Langlois, sd Pauline Lepage, wd	St. PN NE
CJBR-FM *1947*	*Ch. 266* *101.5mc* *0.57 kw*						.... *WE*
RIVIERE DU LOUP							
CJFP 1947	1400 250	Radio-Temiscouata Ltd. 322 Lafontaine St. 2727	CBC Renaud Young	Armand Belle, p Henri Bourdeau, g & pmm & nd Yves Marchand, cm	Lucien Edmond,, pd Rene Viel, account exec. Raymond Lavoie, ce Luc Simard, loc. rep.	Adrien Martin, fd Raoul Savard, sd Odette Dionne, wd	.... BUP RCA
ROBERVAL							
CHRL 1949	1340 250	Radio Roberval Inc. Hotel Maison Blanche					
ROUYN							
CKRN 1939	1400 250	Northern Radio Inc. Reilly Block					
STE. ANNE DE LA POCATIERE							
CHGB 1938	570 1,000 DA-N	G. Thomas Desjardins Main St. 101					
SHAWINIGAN FALLS							
CKSM 1951	1220 1,000	Shawinigan Falls Bctsg. Co. City Hall Bldg. 4494	CBC Cooke Renaud	Allen Rogerson, g, c & pmm	Gaston Tessier, pd Ernest Brunelle, ce	Phil Fisette, nd Giles Trudel, sd	Thes. BUP GE
SHERBROOKE							
CHLT 1937	900 1,000	La Tribune Ltd. 1 Marquette St. 3-2525	CBC Hardy Young	Hon. Jacob Nicol, p Alphee Gauthier, g & cm John L. Gauthier, pd & pmm	Jeanne Tremblay, secy & wd R. Paquette, ce	Paul Bernier, nd J. A. Ste. Marie, fd Mike Laine, sd	L-W, Thes. PN Marc.
CKTS 1946	1240 250	Telegram Printing & Pub. Co. Marquette St. 3-2525	CBC Hardy Young	Hon. Chas. B. Howard, p Alphee Gauthier, g & cm John Gauthier, pd & pmm	Romeo Paquette, ce Bob Butler, nd D. W. McDougall, fd	J. P. Lassonde, sd Mary Hall, wd	L-W, Thes. .... Marc.
SOREL							
CJSO 1945	1320 1,000	Radio Richelieu Ltd. 72 du Roi St. 3318		Henri Olivier, vp Maurice Boulianne, g & cm & nd	Marcel Villemaire, pd Lorenzo Brouillard, pmm	Joseph Cardin, ce Gaston Auclair, sd	.... BUP G
THREE RIVERS							
CHLN 1937	550 1,000 DA-2	La Nouvelliste Ltd. Chateau de Blois Hotel 4500					
VAL d'OR							
CKVD 1939	1230 100	Northern Radio Inc. 437 St. James St. Rouyn		David A. Gourd, p			
VERDUN							
CKVL 1946	980 1,000	Jack Tietolman 211 Gordon Ave Trenmore 2525	Cooke	Jack Tietolman, p Corey Thomson, gm Judah Tietolman, cm Omer Duranceau, (French) pd	Hal Stubbs (English), pd Marcel Provost, pmm J. C. Charlebois, ce Marcel Beauregard, nd	Gaston Voyer, fd Roland Bayeur, sd Pierrette Champoux, co-wd June Warren, co-wd	.... AP, PN, BUP Col.
VICTORIAVILLE							
.... (CP)	1380 1,000 DA-N	Pierre Brisson Victoriaville					

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NORTHWEST TERRITORY

HAY RIVER

CFHR (CP)	1490 100						

NORMAN WELLS

CFNW (CP)	1240 100						

YELLOW KNIFE

*CFYP 1949	1450 150	Department of Nat'l Defense Yellowknife 94		Rev. Judson Stade, chmn. of bd.	Gorden Betts, pd		....

YUKON TERRITORY

DAWSON CITY

CFYT	1400 100						

SASKATCHEWAN

MOOSE JAW

CHAB 1922	800 5,000 DA-N	Radio Station CHAB Ltd. 127 Main St., N. 6464	Stovin Weed	J. E. Slaight, p J. S. Boyling, gm N. S. Skingle, asst. & cm	W. G. Price, pd J. S. Purvis, pmm M. Pickford, ce	J E Johnson, bus. m E E Barnholden, nd R N Lillico, sd	.... BUP Marc.

NORTH BATTLEFORD

CJNB 1947	1460 1,000	Northwestern Bcstg. Co. Ltd. 66 E. 1st Ave. 2373	Stovin	Hume A. Lethbridge, g & cm	William Liska, pd A. C. Nichol, ce	Arthur J. Kennard, nd Arlene J. Blackwell, wd	Assoc. BUP NE

PRINCE ALBERT

CKBI 1934	900 5,000	Central Bcstg. Co., Ltd. Sanderson Bldg. 2621	CBC All-Canada Weed	E. A. Rawlinson, p & gm F. F. Rawlinson, asst. m G. M. Prest, c & pmm	J. J. Cennon, pd T. Van Nes, ce Francis Church, nd	Benny Blacklock, fd Nick Roche, sd Marion Sherman, wd	Thes PN NE

REGINA

CKCK 1922	620 5,000 DA-N	The Leader Post Ltd. 1853 Hamilton St. 8525	CBC All-Canada Weed	Victor M. Sifton, p Harold A. Crittenden, gm A. Gilbert Seabrook, cm	Donald R. Dawson, pd Allan Edwardson, pmm Ernest A. Strong, ce	Jim McLeod, nd Jim Grisenthwaite, fd Lloyd Saunders, sd	Wld. PN, BUP RCA
CKRM 1926	980 5,000 DA-N	Western Communications Ltd. 1819 Cornwall St. 7631	CBC Radio Reps. Young	N. Botterill, sm D. Oaks, cm F. Laight, pd	W. Rees, pmm W. McDonald, ce Don MacDonald, nd	Bob Bye, fd John Esaw, sd Rita Spicer, wd	L-W PN, BUP RCA

SASKATOON

CFQC 1923	600 5,000 DA-N	A. A. Murphy & Sons Ltd. 216 First Ave., N. 7917	CBC Radio Reps. Young	A. A. Murphy, p Vernon Dallin, gm G. B. Nelson, cm	W. Arnold, pd Connie Helme, pmm Lyn Hoskins, ce	Godfrey Hudson, nd W. Cameron, fd Arnold Stilling, sd	.... PN, BUP Marc.

WATROUS

CBK 1939	540 50,000	Canadian Bcstg. Corp. 300 Manitoba Telephone Bldg.	CBC	Dr. Augustin Frigon (CBC), gm James R. Finlay, Prairie reg. rep.	W. E. Powell (Toronto), cm Nairn Mogridge, sm	C. E. L'Ami, press & info. rep. R. D. Cahoon, reg. engrg.	.... CP, PN, BUP, R ....

YORKTON

CJGW 1927	940 1,000	Yorktown Bcstg Co. Ltd. Yorkton 258	CBC Stovin	Dawson Richardson, p Arthur Mills, gm F. K. Tully, vp	J. Shortreed, cm N. Runtz, pd & pmm Arthur Mills, ce	M. Phillips, nd Bill Henley, fd	L-W, Wld CP Marc.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY 1924	630 5,000 DA-N	Island Radio Bcstg. Co., Ltd. 85 Kent St. 741	CBC Weed All-Canada	K. S. Rogers, p & mngng. d R. F. Large, s & cm	W. MacMillan, traffic sup. C. H. Cooper, prom. & fd fd A. L. Finley, tech. sup.	M. E. Large, wd W. K. Rogers, mus. d A. S. Dickson, nd L. MacAulay, sd	Assoc. PN GE

SUMMERSIDE

CJRW 1948	1240 250	Gulf Bcstg. Co. Water St. 2201	Radio Reps. Ltd.	J. K. Curran, p F. A. Bestall, gm Ned Conlon, prod. m	R. C. Schurman, asst. m & sd John Harris, ce	Fred Butland, nd Albert Nicholson, fd Roy Turner, wd	Wld. BUP G

RADIO HIGHLIGHTS OF 1951

As Reported In BROADCASTING • TELECASTING

Jan. 1—Total radio time sales in 1950 (after trade deductions but before agency commission deductions) were $448,198,000, up 5.4% over sales in 1949, Dr. Kenneth H. Baker, NAB research director, estimates. But operating costs were $376.8 million in 1950, also up 5.4% over 1949.

Jan. 1—NBC decides to shelve proposal to reduce nighttime radio rates in TV markets, after majority of affiliates express opposition.

Jan. 1—Pulse Inc. survey for Free & Peters finds radio is America's principal news source.

Jan. 1—FCC announces new antenna construction and marking rules, effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 4—William B. Ryan, NAB general manager, elected president of Broadcast Advertising Bureau at $36,000 salary first year, $40,000 the second and $50,000 the third.

Jan. 15—Upsurge of new business on major radio networks accounts for sales of 15 hours and 35 minutes per week of regular schedules plus 10¼ hours of short-term campaigns.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.

Jan. 22—BROADCASTING • TELECASTING YEARBOOK estimates 1950 radio time sales at $453.6 million, compared with $425.4 million in 1949.

Jan. 22—William S. Paley, CBS chairman of board, named chairman of government Materials Policy Commission.

Jan. 22—Musicians union presents demands to key stations of radio networks that include ban on all recorded music between 8 a. m. and midnight, 50% pay increase.

Jan. 23—New McFarland bill (S 658) to streamline FCC procedures introduced in Senate.

Feb. 5—NAB structure overhauled, becomes National Assn. of Radio and Television Broadcasters, names Justin combined board composed of autonomous 25-man radio and 13-man TV boards.

Feb. 16—Glen McDaniel, vice president of RCA, elected president of Radio-Television Manufacturers Assn.

Feb. 26—Procter & Gamble first among radio network advertisers for 1950, spending $15.5 million; Miles Labs second with $7.89 million; General Mills third with $7.82 million, according to B•T analysis of Publishers Information Bureau reports.

Mar. 1—Edgar Kobak elected chairman of board of Broadcast Advertising Bureau.

Mar. 5—NBC's gross income in 1950 was $92 million, 27% bigger than year before; the increase entirely due to TV.

Mar. 10—Alfred I. duPont Memorial Awards go to NBC-TV Commentator John Cameron Swayze, WFIL-TV Philadelphia and WAVZ New Haven.

Mar. 19—Assn. of National Advertisers issues second report claiming TV has cut into radio evening time values by as much as 60%.

Mar. 26—CBS gross radio network billings in 1950 were $70.7 million, up 12% over 1949, according to CBS annual report.

Apr. 2—Harold Fellows, manager of WEEI Boston, elected president of NARTB.

Apr. 12—CBS, in stock exchange, acquires Hytron Radio & Electronics Corp., which makes radio and TV sets, subject to stockholder approval.

Apr. 13—CBS, in surprise move, announces reductions of 10-15% in radio network rates effective July 1.

Apr. 16-19—CBS rate reduction and probable repercussions dominate discussion at annual NARTB meeting at Chicago's Stevens Hotel, although subject isn't on agenda.

Apr. 18—Some 700 officials of network-affiliated stations, all in Chicago for annual NARTB convention, hold spontaneous meeting to protest CBS rate cut and urge other networks not to follow suit. Meeting ends with election of Paul W. Morency, WTIC Hartford, as chairman of Affiliates Committee charged with staving off further rate cuts and with restoring equilibrium to radio.

May 3—NBC announces it will cut its radio network rates 10-15%, following CBS pattern.

May 18—ABC announces it will cut its radio network rates 15% between 1 p. m. and 10:30 p. m.

May 22—President Truman reappoints Wayne Coy to seven-year term on FCC.

May 23—ABC and United Paramount Theatres enter merger agreement, subject to FCC approval, in $25 million deal. As part of transaction, CBS would acquire UPT's WBKB (TV) Chicago for $6 million.

May 28—George A. Richards, chairman of board of WJR Detroit, WGAR Cleveland, KMPC Los Angeles, dies in Detroit.

May 29—Mutual completes round of radio network rate cuts by announcing extra 10% discount on afternoon and evening time, plus cut in Sunday afternoon rate.

May 31—Sen. William Benton introduces bill to set up National Citizens Advisory Board for Radio and Television, to "advise" FCC on program standards.

June 1—U. S. Court of Appeals rules that Transitcasting deprives bus and street car passengers of liberty without due process of law.

June 10—U. S. Census Bureau reports 40,093,000 of the 42,520,000 U. S. homes have radios—95.6% saturation.

June 11—President Truman nominates FCC Comr. Frieda B. Hennock to New York federal judgeship.

June 22—ABC reorganized into four divisions—ABC Radio Network, ABC Television Network, ABC Owned Radio Stations and ABC Owned Television Stations, each headed by vice president.

June 22—NBC announces new code of radio and television broadcast standards, specifying, among other things, limits on commercial messages.

July 12—ABC-United Paramount Theatres merger approval asked of FCC.

July 16—CBS reorganized into six divisions, with presidents heading each: CBS Radio Division, Howard S. Meighan; CBS Television Division, J. L. Van Volkenburg; CBS Laboratories Division, Adrian Murphy; CBS-Columbia Inc., David H. Cogan; Columbia Records Inc., James B. Conkling; Hytron Radio & Electronics Corp., Bruce A. Coffin.

July 30—B•T TRENDS survey finds local spot radio volume hitting new highs; on the average it was 14.1% bigger in May, 1951, than in May, 1950.

Aug. 6—Ford Foundation creates Television-Radio Workshop, financed by $1.2 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Aug. 23-24—First NARTB district meeting of 1951 (District 4) at Roanoke, Va., protests network rate cuts.

Aug. 24—NARTB analysis shows 75% of all radio stations made profit in 1950, as compared with 67% year before.

Aug. 27—Special A. C. Nielsen study done for BT shows morning radio listening in 1951 is bigger than ever.

Aug. 27—FCC sets ABC-United Paramount Theatres merger application for consolidated hearing with Paramount Pictures-DuMont license renewals at unscheduled date, apparently intending to explore whole question of movie interests in broadcasting.

Sept. 17—B•T Trends survey reports business volume on radio stations will be 14.53% bigger in fall of 1951 than in fall of 1950.

Sept. 24—New Jersey Superior Court issues precedent-setting opinion that the Bill of Rights provisions protecting freedom of speech and press apply to broadcasting.

Oct. 5—NBC announces new radio Economic Plan, including rate revisions, realignment of basic stations, freedom of choice for advertiser in how many (or how few) markets to use.

Oct. 8—U. S. Dept. of Commerce reports average income of radio-TV employes is highest in all U. S. industry.

Oct. 15—Radio-TV properties of General Tire & Rubber Co. and R. H. Macy & Co. will merge. Radio properties: WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego. TV properties: WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles.

Oct. 31—After Senate Judiciary Committee pigeonholes her nomination as federal judge, FCC Comr. Frieda B. Hennock announces she will stay on FCC, declines offer of interim appointment by President.

Nov. 8—Affiliates Committee criticizes NBC Economic Plan, says it will turn its guns on any similar plan that crops up.

Nov. 15—NBC marks 25th anniversary.

Nov. 19—NBC announces it will guarantee circulation of some programs, with money back to advertisers if promised number of advertising impressions not delivered.

Nov. 26—CBS Radio President Howard S. Meighan says re-evaluation of network radio rates is premature and "dependent on obsolete data."

Nov. 29—FCC renews licenses of Richards stations, WJR Detroit, WGAR Cleveland, KMPC Los Angeles, ending three-year case that started when stations were charged with slanting news.

Nov. 30—NBC Affiliates at annual convention vote 3-1 urging network to delay putting new rate formula into effect until question thoroughly researched.

Dec. 10—CBS Radio announces new radio network selling policies; will let sponsors use reasonable minimum of affiliates provided programs made available in other markets for sale to non-competitive advertisers; substitutes dollar volume discounts for station hour discounts.

Dec. 11—Louis G. Caldwell, dean of radio law, dies in Washington at 60.

Dec. 17—B•T reports the FCC is looking into network radio rate plans to see whether the networks are building up TV at radio's expense.

Dec. 24—A B•T special year-end survey finds radio business prospects for 1952 are best in history. AM stations believe total billings in first quarter of 1952 will be 12.65% bigger than in first quarter of 1951.

Dec. 31—A projection of new U.S. Census Bureau figures shows 42,427,000 radio homes in the U.S. as of Jan. 1, 1952.

XUM

RADIO, PROGRAM PRODUCTION & TRANSCRIPTION SERVICES

Including Recording, Talent and Script Writing Firms

For TV Film and Television Production see Telecasting Yearbook

A

JOHN ADASKIN PRODUCTIONS
314-15 67 Yonge St., Toronto, Ont., Canada; Tel.: Empire 4-9296; John Adaskin, owner.
Services: Program production.

ADVERTISERS RECORDING SERVICE
113 W. 57th St., New York 19, N. Y., Tel.: Circle 6-0141; James A. Miller, president.
Services: Recording.

AFFILIATED ARTISTS REPRESENTATIVES
20 E. 53d St., New York 22, N. Y., Tel.: Plaza 3-1862; Lee Wallace, Robert Mayberry, Irene Etkin, partners.
Services: Package shows, talent.

AFFILIATED PROGRAM SERVICE INC.
535 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 7-1881; Paul F. Adler, president.
Services: Transcribed programs and script library, syndicated transcriptions, package programs.

NICHOLAS T. AGNETA
RKO Bldg., New York 19, N. Y., Tel.: Columbus 5-0232; Nicholas T. Agneta, manager.
Services: Recording, production, scripts, talent.

AIR FEATURES INC.
347 Madison Ave., New York 17, N. Y.; Tel.: Murray Hill 9-5900; H. Heyman, office manager.
Services: Program production.

ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS
825 W. 187th St., New York 33, N. Y., Tel.: Lorraine 8-3100; Lottie Ritter, manager.
Services: Recording, scripts, package programs, production.

ALLIED RECORD MFG. CO. INC.
1041 N. Las Palmas Ave., Hollywood 38, Calif.: Tel.: Hollywood 9-5107; D. K. Broadhead, president and Hal G. Neely, sales manager.
Services: Processing and pressing of transcriptions and phonograph records, recording, program production, syndicated transcriptions, Microgroove and 45 rpm facilities.
New York City—619 W. 54th St.; Tel.: Judson 2-3791; K. R. Smith.
Washington—1121 Vermont Ave., N.W.; Tel.: Lincoln 3-2705; J. S. Wegner.

AMERICAN FOUNDATION FOR THE BLIND
15 W. 16th St., New York 11, N. Y., Tel.: Watkins 4-0420; M. Robert Barnett, executive director.
Services: Talking book records for the blind (under direction of U. S. Library of Congress).

AMERICAN INSTITUTE OF FOOD PRODUCTS (BORIES ORGANIZATION INC.)
19 W. 44th St., New York 18, N. Y., Tel.: Murray Hill 2-4944; Robert A. Bories, general manager.
Services: Production, scripts, talent for food merchandising.

AMERICAN JEWISH BROADCASTING CO. INC.
150 Broadway, New York 7, N. Y., Tel.: Worth 2-3322; Herman Younglieb, manager.
Services: Jewish programs.

APEX RECORDING STUDIOS INC.
119 W. 57th St., New York 19, N. Y., Tel.: Plaza 7-7067; Robert E. Scheuing, president.
Services: Recording.

ARIZONA RECORDING PRODUCTIONS
834 N. 7th Ave., Phoenix, Ariz.; Tel.: 2-2016; Raymond A. Boley, owner-manager.
Services: Transcribed spot announcements, program production, recording, air-checks, listener surveys.

ARTISTS RECORDING STUDIOS
15 W. 10th St., Kansas City 6, Mo.; Tel.: Harrison 6109; Bill L. Godden, owner.
Services: Recording, phonograph record masters, talent, scripts, transcription production, program production, package programs.

ASSOCIATED BROADCASTING CO. LTD.
1139 Bay St., Toronto, Canada; Tel.: Princess Hill 1111; Gorden Allen, radio director.
Services: Program production, script, and commercial copy, package programs.

ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.; Tel.: Plaza 7-1111; Oliver Gramling, assistant general manager.
Services: Daily specialized Telescripts.

ASSOCIATED PROGRAM SERVICE
151 W. 46th St., New York 19, N. Y.; Tel.: Plaza 7-7710; Maurice B. Mitchell, vice president and general manager.
Services: Transcription libraries (basic, specialized, school, workshop).
Atlanta—87½ Fairlie St., N.W.

AUDIO-VISUAL ENGINEERING CO. (AVEC PRODUCTIONS)
232 E. Erie St., Chicago 11, Ill., Tel.: Mohawk 4-4435; Alfred M. Zemlo.
Services: Sound recording, package programs.

GENE AUTRY PRODUCTIONS
6920 Sunset Blvd., Hollywood 28, Calif.; Leslie Clucas, vice president.
Services: Program production, package programs, talent.

B

CLAUDE BARRERE (Sales Representative)
3948 Grand Central Terminal, New York 17, N. Y.; Tel.: Murray Hill 6-0238; Claude Barrere, owner.
Services: (for) Transcribed syndicated, live package programs.

GERALD BARTELL ASSOC.
710 N. Plankton Ave., Milwaukee 3, Wis.; Tel.: Broadway 1-8428; Gerald A. Bartell, president.
Services: Syndicated transcriptions.

BARRY & ENRIGHT PRODUCTIONS INC.
104 E. 40th St., New York, N. Y.; Tel.: Oregon 9-3118; Jack Barry, president.
Services: Live and transcribed radio shows, recording, program production, scripts, talent.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17, N. Y.; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., partner.
Services: Program production, syndicated transcriptions, package programs, live and transcribed programs, musical commercials.

V. S. BECKER PRODUCTIONS
562 5th Ave., New York 36, N. Y.; Tel.: Luxemburg 2-1040; Viola S. Becker, president.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent, casting and booking talent, commercials.

BELTONE RECORDING CORP.
709 8th Ave., New York City, Tel.: Luxemburg 2-2920; Leslie C. Cahan, president.
Services: Recording.

GEORGE R. BENTEL & ASSOC.
6606 Sunset Blvd., Hollywood 28, Calif., Tel.: Granite 8608; George R. Bentel, president.
Services: Productions, scripts, package programs.

BERMAN & BETTENBENDER
410 S. Michigan Ave., Chicago 5, Ill.; Tel.: Wabash 2-7488; Bernard S. Berman, partner.
Services: Program production, scripts, package programs, talent, commercials.

BEVERLY TELEVISION
1803-05 W. 95th St., Chicago, Ill., Tel.: Cedarcrest 3-4677; Roy Young, manager.
Services: Recording.

WALTER BIDDICK CO.
1151 S. Broadway, Los Angeles 15, Calif.; Tel.: Richmond 6184; Guy Biddick, president.
Services: Recording, program production, syndicated transcriptions, package programs, commercial spot announcements, weather and time signals.

FRITZ BLOCKI PRODUCTIONS
7266¼ Fountain Ave., Hollywood 46, Calif., Tel.: Hudson 2-8971; Fritz Blocki.
Services: Live radio programs.

FORD BOND RADIO PRODUCTIONS INC.
810 RCA Bldg., New York 20, N. Y.; Tel.: Circle 7-2236; Ford Bond, president.
Services: Program production, syndicated transcriptions (open end), scripts, package programs, consultation.

BOYD ENTERPRISES
Box 1844, Fort Worth, Texas; Harvey Boyd, owner.
Services: Recording, program production, syndicated transcription, scripts, package programs, talent.

BRACKEN RADIO & TELEVISION PRODUCTIONS INC.
8259 Beverly Blvd., Los Angeles 48, Calif.; Tel.: Webster 8-6196; Eddie Bracken, president.
Services: Program Production, scripts, package programs, talent.

BRINKLEY RECORDING CO.
232 E. Erie St., Chicago 11, Ill., Tel.: Delaware 7-4786; Jack Brinkley, owner.
Services: Tape and disc recording, phonograph records.

BRITISH INFORMATION SERVICES
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 6-5100; Jack Aistron, radio officer; Lester Schoenfeld, distribution manager.

BROADCAST PRODUCTIONS CORP.
25 E. Jackson Blvd., Chicago 4, Ill., Tel.: Wabash 2-0711; John Stamford, president.
Services: Recording, production, package programs, talent.

BROADCAST PRODUCTIONS INC.
350 Madison, Detroit 26, Mich.; Tel.: Woodward 5-0909; Lois Michels, president, and J. Hall Smith, production manager.
Services: Program production, scripts, package programs, talent, spot announcements, promotion service.

BROADCASTING & FILM COMMISSION OF THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE USA
220 5th Ave., New York 1, N. Y.; Tel.: Oregon 9-2968; Ronald Bridges, executive director.
Services: Program production network and transcribed religious programs for Protestant churches, educational activities for training of religious broadcasters.
Hollywood 28—5746 Sunsest Blvd.; Tel.: Hillside 7464; Oren W. Evans.

BROADCASTING PROGRAM SERVICE
341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 3-3881; Herbert Rosen, president.
Services: Package programs, production, syndicated transcriptions, sound effects records.

CHAMBERLAIN BROWN
145 W. 45th St., New York 19, N. Y., Tel.: Luxemburg 2-2207; Chamberlain Brown, manager.
Services: Production, scripts, talent.

BUCKEYE MOTION PICTURE PRODUCERS INC.
(Division of Char-Ev Production Co.)
1908 Lea Crest Drive, Dallas, Texas; Tel.: Drexel 4-3754, Charles H. Edwards, president.
Services: Recording, program production, scripts, package programs, talent.
Newark, Ohio—Arcade Annex #2; Tel.: 4-3584; C. Dean Cullison, treasurer.
Wilmore, Ky.—112 Main St.; Tel.: 4754; Don Jewell, sales manager.

AL BUFFINGTON PRODUCTIONS
6711 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-8367; Al Buffington, president.
Services: Recording, program production, packages programs, commercial announcements.

BYRON PRODUCTIONS CO.
730 5th Ave., New York 19, N. Y., Tel.: Circle 6-2677; Edward A. Byron, president.
Services: Package programs.

C

S. W. CALDWELL LTD.
Simcoe House, 150 Simcoe St., Toronto, Ont.; Tel.: Plaza 8727; S. W. Caldwell, president.
Services: Recording, syndicated transcriptions, package programs and library services.
Toronto—2100 Victory Bldg.; Tel.: Plaza 8720; G. Norris MacKenzie, sales manager.

CAMERA CRAFT
6764 Lexington Ave., Hollywood 38, Calif., Tel.: Hempstead 6856; Robert Crawford, owner.
Services: Recordings, equipment rental.

CAPITAL FILM SERVICE
224 Abbott Road, East Lansing, Mich.; Tel.: 8-3544; J. R. Hunter, owner.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

CAPITOL RECORDS INC. (Broadcast Div.)
Sunset & Vine, Hollywood 28, Calif.; Tel.: Hollywood 9-8171; Clifford E. Ogden, manager.
Services: Custom Transcription Library Service.
New York 19— 250 W. 57th St.; Tel.: Circle 5-5725; Alvin King.
Atlanta—535 Courtland St. N.E.; Tel.: Atwood 4433; Jack Barton.
Chicago 5—1449 S. Michigan Ave.; Tel.: Harrison 7-3500. Alvin King.
Dallas—1801 N. Industrial; Tel.: Randolph 8188; Jack Barton.

CAPITOL RECORDS INC. (STUDIO & RECORDING SERVICES DIV.)
5515 Melrose Ave., Los Angeles 5, Calif., Tel.: Hempstead 7114; Jack Richardson, manager.
Services: Phonograph, studio recording.

PHILLIPS CARLIN
RKO Bldg., New York 20, N. Y.; Tel.: Judson 6-5534; Phillips Carlin.
Services: Recording, program production, package programs, agency representative, station and agency consultant.

CARSON-STEMPEL ENTERPRISES
717 N. LaCienega Blvd., Los Angeles 46, Calif.; Tel.: Crestview 1-7141; Frank Stempel, partner.
Services: Scripts, talent, package programs.

GARRY CARTER INC.
10 E. 49th St., New York 17, N. Y.; Tel.: Plaza 9-2890; Garry J. Carter, president.
Services: Program production, syndicated transcriptions.
Toronto—50 Avenue Road; Tel.: Princess 2505; Bob Howe.

CATHOLIC BROADCASTING SERVICE
P. O. Box 16, Long Island City 3, N. Y.; Tel.: Astoria 8-2474; M. E. O'Brien, general manager.
Services: Special recordings (of the rosary), program production.

CAVALCADE PICTURES INC.
919 Seward St., Hollywood 38, Calif.; Tel.: Hollywood 9-5458; Harvey Pergament, president.

BRUCE CHAPMAN CO.
55 W. 42d St., New York 36, N. Y.; Tel.: Wisconsin 7-9244 Bruce Chapman, president.
Services: Package programs.
Hollywood 28—6711 Sunset Blvd.; Tel.: Gladstone 6342; Joseph Mansfield, manager.
Paris 2—30 Rue de Gramont; Tel.: Richelieu 80-04; Dan Morley, manager.
London 1—22 Davies St., Tel.: Mayfair 1037; Frank Byers, manager.
Berlin, Schonoberg—Germany am Park 9-10; Tel.: 71-64-69; Rolf Brede, manager.
Vienna—Sieveringerstrasse 25; Tel.: B-16550; Victor Reingruber, manager.

(Continued on page 332)

Half-hour · Documentary

"I WAS A COMMUNIST FOR THE F. B. I."

starring

DANA ANDREWS

A thrill-packed look into Communist activities. Based on the actual experiences of MATT CVETIC. A public service opportunity offering sponsors sales—plus prestige!

Half-hour · Comedy-Adventure

IRENE DUNNE - FRED MacMURRAY

co-starring in

"BRIGHT STAR"

A boss-hating reporter and a reporter-hating lady editor brighten your profit story with a riot of feudin', fuss'n and fun—week after week!

Half-hour · Adventure

HUMPHREY BOGART LAUREN BACALL

co-starring in

"BOLD VENTURE"

Radio drama at its exciting best. Action—mystery—intrigue in the South Seas. A terrific series, cleverly planned to make sales zoom!

Quarter-hour · Topical

"MEET THE MENJOUS"

co-starring

ADOLPH MENJOU
VEREE TEASDALE

Radio's most entertaining 5-a-week show . . . at a surprisingly low price. Scintillating husband and wife discussions that have sewed up top audiences everywhere!

Half-hour · Detective

"BOSTON BLACKIE"

Enemy to those who make him enemy.
Friend to those who have no friend.

Radio's number one Adventure-Detective show. Consistently tops all shows in the "top-audience" mystery field. Filmdom's most lovable sleuth pulls in volume sales regularly!

Half-hour · Mystery

"PHILO VANCE"

Sleuthing at its Scientific Best

S. S. Van Dine's famous scientific sleuth stars in a series of the mystery fans' favorite stories. A mystery series that adds prestige as well as sales!

Quarter-hour · Music

"THE BARRY WOOD SHOW"

with

MARGARET WHITING

Top singing stars accompanied by talented Henry Sylvern and his orchestra. Smooth — popular and commercial. Consistently high ratings. Boosts sales in a hurry!

Quarter-hour · Variety

"SHOWTIME FROM HOLLYWOOD"

starring

FREDDY MARTIN

A glamorous musical - variety show. Excitingly different. A galaxy of stars join this master of modern music in an ever-changing presentation of musical contrast.

Half-hour · Western

"LIGHTNING JIM"

The Greatest U. S. Marshall of Them All!

A truly exciting Western series that captures and holds "kid" audiences. The type of entertainment that wins the approval of mothers and teachers.

5 min. or 15 min. · Sports

"ONE FOR THE BOOK"

starring

SAM BALTER

Unusual stories from the world of sports. Told by America's number one sports commentator. Fast-moving vehicle boosts sales to men. Tops in sport shows!

Quarter-hour · Comedy

"EASY ACES"

America's Funniest Husband and Wife

Friendly — warm and sensationally popular. The rare type of domestic comedy that has universal appeal. Assures tremendous audiences for all types of products.

Quarter-hour · Serial

"FORBIDDEN DIARY"

The Shadow of Her Past Menaced the Lives of 4 People

A human—"down-to-earth" show that is tremendously successful in all markets. Has all the elements needed to attract a "woman's audience."

Quarter-hour · Serial

"DEAREST MOTHER"

A Thrilling Day to Day Drama

Heart-stirring romance . . . pulse-quickening action. A top-drawer daytime serial that consistently proves itself to be the most effective way to sell the housewife.

WINNIN

FOR AGENCIES, STAT

ZI

Shows

LOWER COST P

STEADY RENEWALS.

RADIO I

ADVERTISERS'

ZIV

BEST BUY I

It's YOUR MOVE! Send for "ZIV-PROVED" Selling Aids . . . A

OUS'

G MOVES

ATIONS and SPONSORS

IV

s deliver

PER LISTENER...

LS... EASIER SALES!

O IS THE
RS' BEST BUY...
V IS THE
Y IN RADIO...

Half-hour Western

"THE CISCO KID"

O. Henry's Famous
obin Hood of the Range

Fast-moving Western action with the kids' favorite actors. Has higher ratings than any show primarily designed for children — and holds a large adult audience, too!

Half-hour Drama

"FAVORITE STORY"

with
RONALD COLMAN

Features the favorite stories of famous people. A show-case of the entertainment world—with inspired performances in vital roles. Big audiences—and sales!

Half-hour Music

"THE GUY LOMBARDO SHOW"

Narrated by DAVID ROSS

The famous "Royal Canadians" capture the hearts—and ears of millions of Americans with "The Sweetest Music This Side of Heaven." A family show that sells and sells.

Half-hour Music

"THE WAYNE KING SHOW"

Narrated by
FRANKLIN MacCORMACK

Fabulous showmanship and brilliant direction hold an enormous audience week after week. Glorious singing and soothing music put record-breaking audiences in the mood to listen—and buy!

Quarter-hour Music

"SONGS OF GOOD CHEER"

Music Everyone Loves

Outstanding vocal and instrumental stars. Features a rich, a cappella choir—vibrant guest soloists and perfect instrumental accompaniment. Presents music of both classical and popular masters.

Quarter-hour Music

"KORN KOBBLERS"

Radio's Funniest Musical

Zany entertainment by the band of a thousand gadgets and a million gags. Fun and furore with plenty of sales-making appeal for all!

Quarter-hour Music

"*Sincerely -* KENNY BAKER"

America's Favorite Tenor

This famous star of stage, screen and radio presents a parade of melody and comedy that attracts and maintains big audiences from coast to coast.

¼ or ½ hour Music

"PLEASURE PARADE"

with
VINCENT LOPEZ

Crammed with talent. This musical extravaganza features Vincent Lopez, The Modernaires, Bob Kennedy, Paula Kelly, Dick Brown, Lillian Cornell — plus guests from Broadway hits!

Quarter-hour Western

"OLD CORRAL"

starring
PAPPY CHESHIRE

Western stories and music. Its outstanding record proves it's sure-fire for all age groups. This fine Western show builds top audiences and sales!

Quarter-hour Mystery

"MANHUNT"

Mystery -- Romance Adventure

Exciting mystery thrillers that get and hold big audiences. Top-flight talent —production and popularity.

Quarter-hour Serial

"THE CAREER OF ALICE BLAIR"

A Story of Life in New York

The small-town girl alone in the big city. This theme sells with regularity. Here's a top "soap-opera" — augmented by a fine a cappella choir.

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10" . . . 15 MINUTES PER SIDE

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Chicago: Wrigley Building,
410 N. Michigan Avenue
WHitehall 4-6000

12" . . . 25 MINUTES PER SIDE

XUM

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 329)

MARY D. CHASE PRODUCTIONS
25 W. 45th St., New York 19, N. Y.; Tel.: Plaza 7-0100; Mary Chase.
Services: Production, talent, package programs.

CHESHIRE & ASSOC.
6533 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-4580; Bob Reichenbach, general manager.
Services: Program production, syndicated transcriptions, package programs, singing commercials.

CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE INC.
220 E. 42d St., New York 17, N. Y.; Tel.: Murray Hill 2-1234; Mollie Slott, manager.
Services: Newspaper features adaptable to broadcasting.

CHRISTIAN FILMS
625 N. Mansfield Ave., Hollywood 36, Calif., Tel.: York 1783; Rev. H. K. Rasbach, manager.
Services: Radio production, special recordings.

CHRISTIE PRODUCTIONS
1550 Crossroads of the World, Hollywood 28, Calif.; Tel.: Hempstead 3174; Christie Jensen, owner-producer.
Services: Recording, program production, package programs, talent.

FRANK CHRISTL & ASSOC.
521 N. La Cienega Blvd., Los Angeles 48, Calif.; Tel.: Crestview 1-6452; Frank Christl, manager.
Services: Packaging & producing radio shows, scripts, talent.

ARTHUR B. CHURCH PRODUCTIONS
KMBC Bldg., 222 W. 11th St., Kansas City 6, Mo.; Tel.: Harrison 2650; George E. Halley, manager.
Services: Library tape service, syndicated transcriptions, scripts, package programs.

CINEMART INC.
101 Park Ave., New York 17, N. Y.; Tel.: Murray Hill 4-1562; Varian Fry, president.
Services: Recording, processing, pressings, spot production.

COASTAL RECORDING CO. INC.
136 W. 52d St., New York 19, N. Y.; Tel.: Circle 6-3900; Arthur Shaer, managing director.
Services: Recording, program production, syndicated transcriptions, script, package programs, talent. (Equipped for foreign language transcriptions, including continuity, production and talent.)

COLE CORP.
823 S. Wabash Ave., Chicago 5, Ill.; Tel.: Harrison 7-7461; M. M. Cole, president.
Services: Transcription library.

TED COLLINS CORP.
1819 Broadway, New York 23, N. Y.; Tel.: Circle 7-0094; Ted Collins, manager.
Services: Talent, production.

COLSON & CO. INC.
Jefferson Tower, Dallas, Texas; Tel.: Yale 5510; Harrison Colson, president.
Services: Recording, program production, syndicated transcriptions, package programs, talent.

COLUMBIA ARTISTS MANAGEMENT INC.
113 W. 57th St., New York 19, N. Y.; Tel.: Circle 7-6900; Frederick Schang Jr., president; Ward French, chairman of board.
Services: Talent.
Chicago—406 Wrigley Bldg.; Tel.: Superior 7-2542.
Los Angeles—427 W. 5th St.; David Ferguson, manager.
San Francisco—35 Grove St.; Tel.: Hemlock 1-7496; Paul Posz, manager.

COLUMBIA TRANSCRIPTIONS
(Div. of Columbia Records)
799 7th Ave., New York 19, N. Y.; Tel.: Circle 5-7300; Robert J. Clarkson, general manager.
Services: Recording (disc and tape), program production, scripts, package programs, talent, commercial and industrial records, Microgroove records.
Chicago—410 Michigan Ave.; Tel.: Whitehall 4-6000; Girard D. Ellis, manager.
Los Angeles—8723 Alden Drive; Tel.: Crestview 8-1034; Andrew J. Schrade.

COMMODORE PRODUCTIONS & ARTISTS INC.
1350 N. Highland Ave., Hollywood 28, Calif.; Tel.: Hollywood 9-8229; Walter White Jr., president.
Services: Package production, syndicated transcriptions, package programs.

COMPO CO. LTD.
2377 Remembrance St., Lachine 32, Quebec; Tel.: Walnut 5653; S. D. Roberts, sales manager.
Services: Processing and pressing of electrical transcriptions.

FRANK COOPER ASSOCIATES
521 5th Ave., New York 17, N. Y.; Tel.: Vanderbilt 6-5661; Sy Fischer, manager.
Services: Talent, production, personal managers, writers' agent.
Hollywood — 7225 Hollywood Blvd.; Tel.: Hollywood 9-3737; Frank Cooper, owner.

COURNEYA PRODUCTIONS
418 S. Robertson Blvd., Beverly Hills, Calif.; Tel.: Crestview 6-8636; Jerry Courneya, president.
Services: Package programs, scripts, talent.

LOUIS G. COWAN INC.
575 Madison Ave., New York 22, N. Y.; Tel.: Plaza 9-3700; Alfred L. Hollender, vice president.
Services: Package programs, consulting service.
Chicago 3—8 S. Michigan Ave.; Tel.: Randolph 6-2022; John Lewellen, vice president.

LEIGH CROSBY (FORMERLY CROSBY & FOGLE RADIO PRODUCT.)
6365 Selma Ave., Hollywood 28, Calif.; Tel.: Granite 3171; Leigh Crosby.
Services: Radio production, transcriptions.

CROSLEY BROADCASTING CORP.
140 W. 9th St., Cincinnati 2, Ohio; Tel.: Cherry 1822; R. E. Dunville, president.
Services: Program production, scripts, package programs, talent.
New York 20—630 5th Ave.; Tel.: Circle 6-1616; Bernard Musnik.
Chicago 1—360 N. Michigan Ave.; Tel.: State 2-6693; Harry Albrecht.
Hollywood 28—6381 Hollywood Blvd.; Tel.: Hollywood 9-5408; Tracy Moore.
San Francisco 4—Tel.: Exbrook 2-8033; Tracy Moore.

D

HENRY H. DAGAND
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Circle 6-4224; Henry Dagand, general manager.
Services: Package shows, talent.

RONALD DAWSON ASSOC.
545 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 7-6865; Ronald Dawson, owner.
Services: Program production, scripts, package programs.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y.; Tel.: Oregon 9-3595; Gordon M. Day.
Services: Package programs, scripts, spots and jingles (writing and production).

D. C. PRODUCTIONS
408 Seward Square, Washington 3, D. C.; Tel.: Franklin 5109; Dale Crowley, manager.
Services: Syndicated transcriptions, package programs and production.

DECCA RECORDS INC.
50 W. 57th St., New York 19, N. Y.; Tel.: Columbus 5-2300; Edward R. Strauss, manager, special service.
Services: Records, transcriptions.

(Continued on page 334)

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- Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for *custom* recording comparable to the fidelity and quality associated with the *major recording studios*... Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!
- Whether your requirement be for a speech or a symphony... an organ number or audition... audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result... comfort and convenience in the process!

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NAME____________________
COMPANY____________________
ADDRESS____________________

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 332)

De FRENES CO.
1909 Buttonwood St., Philadelphia 30, Pa.; Tel.: Rittenhouse 6-1686; Joseph De Frenes, president.
Services: Transcriptions, program production. (Equipped with facilities for sound stage, disc recorders, etc.)

JERRY DEVINE PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hudson 2-1228; Jerry Devine, producer.
Services: Package programs.

ALFRED DIXON PRODUCTIONS
109 E. 39th St., New York City; Tel.: Murray Hill 5-6415; Alfred Dixon, president.
Services: Program production, scripts, package programs, talent.

WILLIAM B. DOLPH RADIO PRODUCTIONS
910 17th St., N. W., Washington 6, D. C.; Tel.: District 2717; William B. Dolph, president.
Services: Talent management.

DOMINION BROADCASTING CO.
5 Albert St., Toronto, Ont.; Tel.: Empire 3-3383; Hal B. Williams, manager.
Services: Bosworth Music Library, recording, program production, syndicated transcriptions, scripts, talent.

SHERMAN H. DRYER PRODUCTIONS
667 Madison Ave., New York 22, N. Y.; Tel.: Templeton 8-7827; Sherman H. Dryer, president.
Services: Package programs, recording, talent, scripts.

HARVEY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-7035; J. Knight, manager.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

E

ECCLES RECORDINGS INC.
6233 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hillside 8351; Robert P. Newman, president.
Services: Recording.

CHARLES ECKART CO.
4880 Santa Monica Blvd., Los Angeles 29, Calif.; Tel.: Olympic 2901; Charles Eckhart, owner.
Services: Phonograph record matrix processing.

BRUCE EELLS & ASSOC. (BROADCASTERS PROGRAM SYNDICATE)
2217 Maravilla Dr., Hollywood 28, Calif.; Tel.: Hollywood 9-5869; Bruce G. Eells, president.
Services: Transcribed dramatic program library.

ELECTRO-VOX RECORDING STUDIOS
5546 Melrose Ave., Los Angeles 38, Calif.; Tel.: Gladstone 2189; Bert B. Gottschalk, manager and owner.
Services: Electrical transcriptions, recording, spot announcements, Air-Chek Service.

W. M. ELLSWORTH
75 E. Wacker Drive, Chicago 1, Ill.; Tel.: Central 6-0942; W. M. Ellsworth, owner.
Services: Program production and packages, talent.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N. Y.; Tel.: Plaza 9-4500; Helen D. Kelleher, president and treasurer.
Services: Recording, program production and packages, talent.

LAWRENCE EVANS AND WEINHOLD INC.
(Division of Columbia Artists Management Inc.)
113 W. 57th St., New York 19, N. Y.; Tel.: Circle 7-6900.
Services: Musical artists management.

BOB EVANS PRODUCTIONS
113 W. 57th St., New York 18, N. Y.; Tel.: Judson 6-4580; Robert Evans, manager.
Services: Radio packages, commercials.

F

FADIMAN ASSOCIATES LTD.
1501 Broadway, New York 18, N. Y.; Tel.: Lackawanna 4-3544; Edwin Fadiman, manager.
Services: Production, package shows.

FAMILY THEATRE INC.
7201 Sunset Blvd., Hollywood 46, Calif.; Tel.: Hudson 2-1317; Rev. Jerome R. Lawyer, C.S.C., associate producer.
Services: Program production (Family Theatre on MBS), special seasonal programs.
Albany 3—Family Rosary Inc., 432 Western Ave.; Tel.: Albany 2-4111; Rev. Joseph Quinn, C.S.C.

FAMOUS ARTISTS CORP.
9441 Wilshire Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-5222; Jack Gordean, manager.
Services: Package programs, talent.

FANCHON & MARCO INC.
323 W. 6th St., Los Angeles, Calif.; Tel.: Michigan 7321; Russ Stapleton, manager.
Services: Talent.

NEWTON L. FAUSEY
605 N. Michigan Ave., Chicago 11, Ill.; Tel.: Whitehall 4-3844; Newton L. Fausey, owner.
Services: Program production, syndicated transcriptions, talent.

FEATURE BUREAU
152 W. 42d St., New York 18, N. Y.; Tel.: Wisconsin 7-9715; Marion Cahn, editor.
Services: Scripts for women commentators.

FEATURE PRODUCTIONS
228 N. LaSalle St., Chicago 1, Ill.; Tel.: State 2-3156; Chuck Acree, producer; Georgene O'Donnell, managing director.
Services: Recording, program production, scripts, package programs, talent.

HERMAN FIALKOFF THEATRICAL AGENCY (Celebrity Concerts Inc.)
1560 Broadway, New York 19, N. Y.; Tel.: Judson 2-4037; Robert Schultz.
Services: Talent, package programs, general booking agency.
Branch Offices in Hollywood, Rio de Janeiro, and Anchorage, Alaska.

FILM ASSOC. INC.
440 Schantz Ave., Dayton 9, Ohio; Tel.: Walnut 2164; E. Raymond Arn Jr., president.
Services: Recording, program production, talent.

FILM FEATURES ASSOC.
661 West End Ave., New York 25, N. Y.; Tel.: Monument 2-5111; Ed Lindner, president.
Services: Live and transcribed syndicated program packages, scripts, casting and directing, talent, commercial jingles, song-writing.

FRIEDA FISHBEIN
11 W. 42d St., New York 18, N. Y.; Tel.: Longacre 5-1379; Frieda Fishbein, owner.
Services: Scripts.

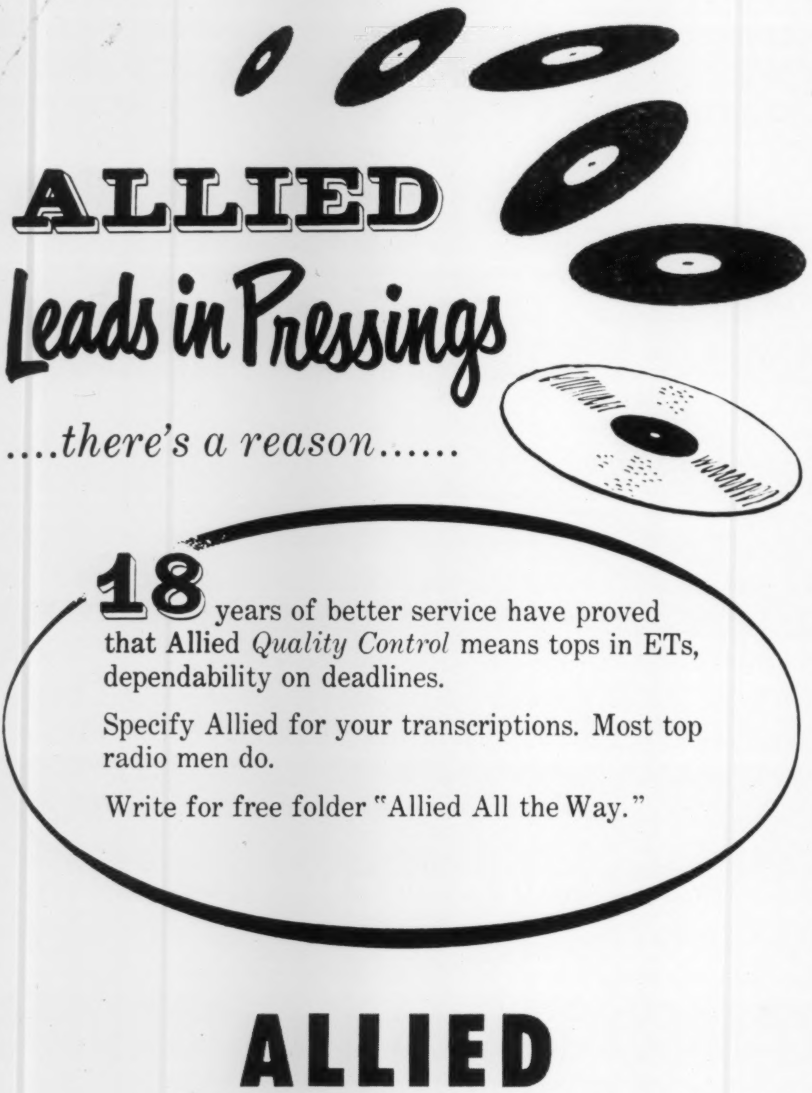
FISHER PRODUCTIONS
347 E. 52d St., New York City; Tel.: Plaza 3-5443; Maggy Fisher, owner.
Services: Production, package shows, scripts.

FOLEY & GORDON INC.
9 E. 45th St., New York City; Tel.: Murray Hill 7-5354; George F. Foley Jr., Richard Gordon Jr., partners.
Services: Package programs, talent representative, production consultant.

FORTUNE RECORD DISTRIBUTORS
11629 Linwood, Detroit 6, Mich.; Tel.: Townsend 73077.
Services: Record supplier, talent.

FRANKAY & JACKSON RECORDING STUDIOS INC.
48 W. 48th St., New York 36, N. Y.; Tel.: Judson 6-9030; Harry Jackson, president.
Services: Air checks, spot announcements, recording and transcriptions (masters and pressings).

(Continued on page 338)



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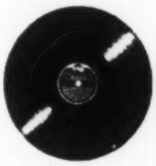
Wrap your sales message with music and entertainment... and deliver it on a platter! Put your own voice on records and pay a personal visit to hundreds of prospects' homes! Easy to mail, nonbreakable.



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10" and 12"
Transcriptions
(microgroove)

Spot announcements, full-length shows . . . program material of every kind . . . recorded, processed and pressed in the country's best-equipped studios and plants. Complete production and script-writing facilities available.

12" and 16"
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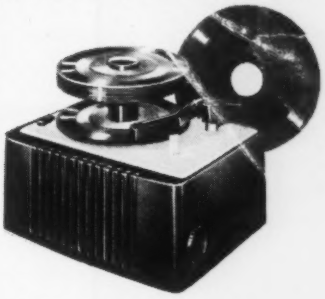
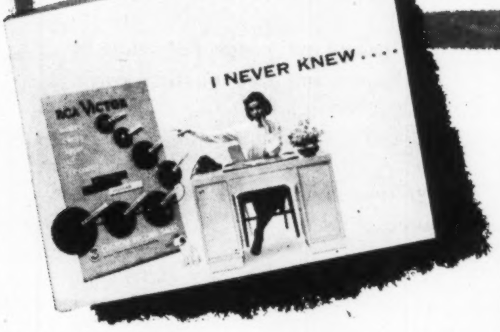
Now... the "45" system FOR SALES TRAINING



Put your sales presentations or training programs across... on 45 rpm records! Up to 7 minutes per side, nonbreakable, inexpensive to mail. Complete automatic player gives astonishingly clear, strong sound . . . with a convenience and compactness never before achieved in any comparable audio system. Ideal for special, on-the-spot promotion stunts.



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Make a note of your nearest RCA Custom Record Sales office. Here's the address and phone number:

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New York 20, N.Y.
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-10
Chicago 11, Illinois
WHitehall 4-3215

1016 North Sycamore Ave.
Dept. B-10
Hollywood 38, California
HIllside 5171

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Radio Corporation of America RCA Victor Division

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BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your music librarian or program director for this material.

CONTINUITY Music programs that sell... ready for immediate use . . . smooth, well written continuity for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)

SPOTLIGHT ON A STAR (five mins., five times weekly)

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SPECIAL EVENTS (half hour, periodically)

CONCERT MUSIC Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

"Your Concert Hall"—a series of half hour radio scripts, three times weekly.

"Today In Music"—dates and facts about the important music events of the month.

PROGRAM CLINICS Third year of State-wide clinics covering broadcasting in all aspects... Brought into the field for the benefit of every station staff.

MUSIC MEMO Monthly informational bulletin . . . the radio man's guide to BMI music . . . contains Recordata and Pin Up Patter.

PIN UP SHEETS Convenient and timely reference to the current song leaders . . . pop hits, folk favorites, rhythm and blues leaders . . . issued monthly.

COPYRIGHT RESEARCH Thorough, up-to-the-minute information on music clearance . . . a complete basic catalog and regular weekly supplements of new published music with consolidated indexes provided semi-annually.

NEWSLETTER Personal monthly message to the BMI family. An exchange of radio and music ideas.

MEET THE ARTIST Valuable reference of vital statistics on 144 of the nation's popular recording artists.

RECORD REPORT Forecast of tomorrow's song hits . . . weekly facts about BMI-licensed tunes coming up.

HOLIDAY MUSIC Timely suggestions of appropriate music for seasonal and holiday occasions.

MUSIC DISTRIBUTION Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

PERFORMINDEX Handy, time-saving catalogue of most-performed BMI-licensed titles.

CATEGORICAL INDEX Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

BMI ...ALWAYS AT YOUR SERVICE

SERVICE is one of the basic theme songs of BMI. The nation's broadcasters are using all of the BMI aids to programming...its vast and varied repertoire...its useful and saleable program continuities...its research facilities...and all of the elements which are within the scope of music in broadcasting.

The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV —BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.

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Hollywood • Toronto
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EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 334)

HARDIE FRIEBERG
270 Park Ave., New York City; Tel.: Murray Hill 8-0230; Hardie Frieberg, president.
Services: Package programs.

FULTON RECORDING CO.
80 W. 40th St., New York 18, N. Y.; Tel.: Lackawanna 4-1803; Rene J. Oulmann, general manager.
Services: Recording.

ALLEN A. FUNT PRODUCTIONS
100 Central Park S., New York 17, N. Y. Tel.: Judson 6-5227; Allen A. Funt, manager.
Services: Production.

FUTURISTIC-INCOMPARABLE PRODUCTIONS INC.
Box 1111, Cleveland 3, Ohio; Robert Anderson, president.
Services: Program production and packages.

G

BLANCHE GAINES
15 E. 47th St., New York 17; Tel.: Plaza 9-3870; Blanche Gaines, owner.
Services: Agent for radio scripts.

GALE AGENCY INC.
48 W. 48th St., New York 19, N. Y.; Tel.: Plaza 7-7100; Tim Gale, president.
Services: Booking.

GALE INC.
48 W. 48th St., New York 19, N. Y.; Tel.: Plaza 7-7100; Moe Gale, president.
Services: Talent.

GAINSBOROUGH ASSOC. INC.
1440 Broadway, New York 18, N. Y.; Tel.: Chickering 4-0626; Mitchell Jablons, president.
Services: Program production and packages (for independent radio stations), talent, consultant service.
Hollywood 28—6615 Padre Terrace; Tel.: Granite 8130; Mal Boyd.

GALLUCCI BROS. & ASSOC. (GBA PRODUCTIONS)
727 Meriden Road, Waterbury 63, Conn.; Tel.: 3-5272; Jo Gallucci, president.
Services: Package features (sports, civic, patriotic).

GAMBLE HINGED MUSIC CO.
218 S. Wabash Ave., Chicago 4, Ill.; Tel.: Harrison 7-1364; Patrick J. Malone, manager.
Services: Recording service, scripts.

AL GARRY PRODUCTIONS
48 W. 48th St., New York 19, N. Y.; Tel.: Plaza 7-6554; Al Garry, owner.
Services: Package programs.

GENERAL ARTISTS CORP.
1270 RKO Bldg., New York 20, N. Y.; Tel.: Circle 7-7550; Thomas G. Rockwell, president.
Services: Talent, package programs, scripts.
Chicago—360 N. Michigan Ave.; Tel.: State 2-6288; Pat Lombard.
Dallas—Dallas National Bank Bldg., 1530 Main St.; Frank Foster.
Hollywood 46—9028 Sunset Blvd. Tel.: Crestview 1-8101; Henry Miller.
Cincinnati—Carew Tower; Tel.: Main 1197; Charles Campbell.

MITCHELL GERTZ AGENCY
240 S. Beverly Drive, Beverly Hills, Calif.; Tel.: Crestview 45491; Mitchell Gertz, owner.
Services: Program production, syndicated transcriptions, scripts, package programs, talent.

JOHN E. GIBBS & CO. INC.
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Plaza 7-5959; John Gibbs, president.
Services: Program production and packages, scripts, talent.

GRACE GIBSON RADIO PRODUCTIONS
6533 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Granite 5543; Bob Reichenbach, general manager.
Services: Syndicated transcriptions (dramatic series), package programs.

HAROLD R. GINGRICH PRODUCTIONS
333 N. Michigan Ave., Chicago 1, Ill.; Tel.: Franklin 2-1022; Harold R. Gingrich, owner.
Services: Recording, program production and packages, syndicated transcriptions (including commercials), scripts, advisory service for wholesale bakeries and allied trades.

NAT C. GOLDSTONE AGENCY
9121 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 6-1071; Nat C. Goldstone, manager.
Services: Talent.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53d St., New York 22, N. Y.; Tel.: Plaza 5-6131; Harry S. Goodman, general manager.
Services: Syndicated transcriptions (programs and spots).
Chicago—28 E. Jackson Blvd.; Tel.: Webster 9-0630; Robert DeVinny, account executive.

GOODSON-TODMAN PRODUCTIONS
485 Madison Ave., New York 22, N. Y.; Tel.: Plaza 5-9100; W. S. Todman and Mark Goodson, partners.
Services: Program production and packages, scripts.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 19, N. Y.; Tel.: Judson 6-5577; Herbert M. Moss, president.
Services: Recording (tape and disc), program production and packages, syndicated transcriptions.

GREEN ASSOCIATES
520 N. Michigan Ave., Chicago 11, Ill.; Tel.: Whitehall 4-0818; Lewis G. Green, manager.
Services: Syndicated transcriptions, scripts, program production and packages, commercial spots (jingles).

BEN GREENE FILM PRODUCTIONS
48 W. 48th St., New York 19, N. Y.; Tel.: Plaza 7-3858; Ben Greene, owner.
Services: Recording, program production.

JOHN GUEDEL RADIO PRODUCTIONS
1680 N. Vine St., Hollywood 28, Calif.; Tel.: Hempstead 5186; John Guedel, vice president.
Services: Package programs, scripts, production.

H

HERMAN HACK PRODUCTIONS
535 N. Laurel Ave., Los Angeles 48, Calif.; Tel.: Walnut 2068; Herman Hack, manager.
Services: Recording, scripts, program production and packages (religious youth programs).

SYLVIA HAHLO THEATRICAL AGENCY
113 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-2731; Sylvia Hahlo.
Services: Talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS
4355 N. Paulina St., Chicago 13, Ill.; Tel.: Graceland 2-6418; Wendell Hall.
Services: Package programs, commercial announcements, talent.

MITCHELL J. HAMILBURG AGENCY
8776 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 5-4171; Mitchell J. Hamilburg.
Services: Scripts, package programs, talent.

LAURENCE HAMMOND PRODUCTIONS INC.
455 E. 51st St., New York 22, N. Y.; Tel.: Plaza 9-2210; Laurence Hammond, president.
Services: Recording, syndicated transcriptions, program production and packages, scripts.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa.; Tel.: Grant 1-3696; George Heid, president.
Services: Package programs and production, recording, transcriptions, scripts, talent, air checks service.

MARK HANNA
654 Madison Ave., New York 21, N. Y.; Tel.: Templeton 8-8730; Mark Hanna, owner.
Services: Artists' representative.

HARRIS & STEELE
50 W. 67th St., New York 23, N. Y.; Tel.: Endicott 2-9555; Helen Steele, manager.
Services: Production, talent.

HARTLEY PRODUCTIONS INC.
20 W. 47th St., New York 19, N. Y.; Tel.: Judson 2-3960; Irving Hartley, president; Hampton W. Howard, vice president.
Services: Recording, package programs.

HORACE HEIDT MOTION PICTURE-TELEVISION PRODUCTIONS
14155 Magnolia Blvd., Van Nuys, Calif.; Tel.: State 4-8211; Horace Heidt, general manager.
Services: Live program production.

WALTER HERZBRUN AGENCY
9009 Beverly Blvd., Los Angeles 36, Calif.; Tel.: Crestview 6-4157.
Services: Talent.

HISPANO BROADCASTING CO.
4448 Brooklyn Ave., Los Angeles 22, Calif.; Tel.: Angelus 3-6005; Tony Sein, manager.
Services: Spanish programs, talent.

HOLLYWOOD ASSOCIATE PRODUCERS
4435½ Price St., Hollywood 27, Calif.; Tel.: Olympia 3484; Chet Petersen, manager.
Services: Program production, sales analysis, promotion, writing.

HOLLYWOOD CENTRAL RECORDING STUDIOS INC.
1538 Cahuenga Blvd., Hollywood 28, Calif.; Tel.: Hempstead 2131; Boris Radoff, president.
Services: Recording, scripts, program production and packages.

WEST HOOKER INC.
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Judson 2-3026; West Hooker, president.
Services: Program production and programs, talent, artists' representative.
Chicago 6— 205 W. Wacker Drive.; **Tel.:** Randolph 6-7100; Laurin Healy manager.

HOWARD RADIO-TV PRODUCTIONS
123 W. Chestnut St., Chicago 10, Ill.; Tel.: Michigan 2-0128; Bernard Howard, owner.
Services: Scripts, program production and packages, commercial announcements.

MARY HOWARD RECORDINGS
37 E. 49th St., New York 17, N. Y.; Tel.: Plaza 8-2910; Mary Howard, owner.
Services: Recording studio, tape.

SANDY HOWARD PRODUCTIONS
234 W. 44th St., New York 18, N. Y.; Tel.: Plaza 8-0265; Sandy Howard, president.
Services: Production, package programs, scripts, recording.

HU CHAIN ASSOCIATES
40 E. 40th St., New York 16, N. Y.; Tel.: Murray Hill 5-7220; Hubert V. Chain, owner.
Services: Scripts, package programs.

HULLINGER PRODUCTIONS
5200 Klingle St., N. W., Washington 16, D. C.; Tel.: Woodley 9487; Edwin Ware Hullinger, president.
Services: Transcriptions (interviews, news events), scripts, recording (tape or disc).

H-V TAPE LIBRARIES INC. (FORMERLY RECORDING ASSOCIATES)
730 5th Ave., New York City; Tel.: Plaza 7-3091; Joseph F. Hards, vice president.
Services: Pre-recorded tape library, London library transcription service.

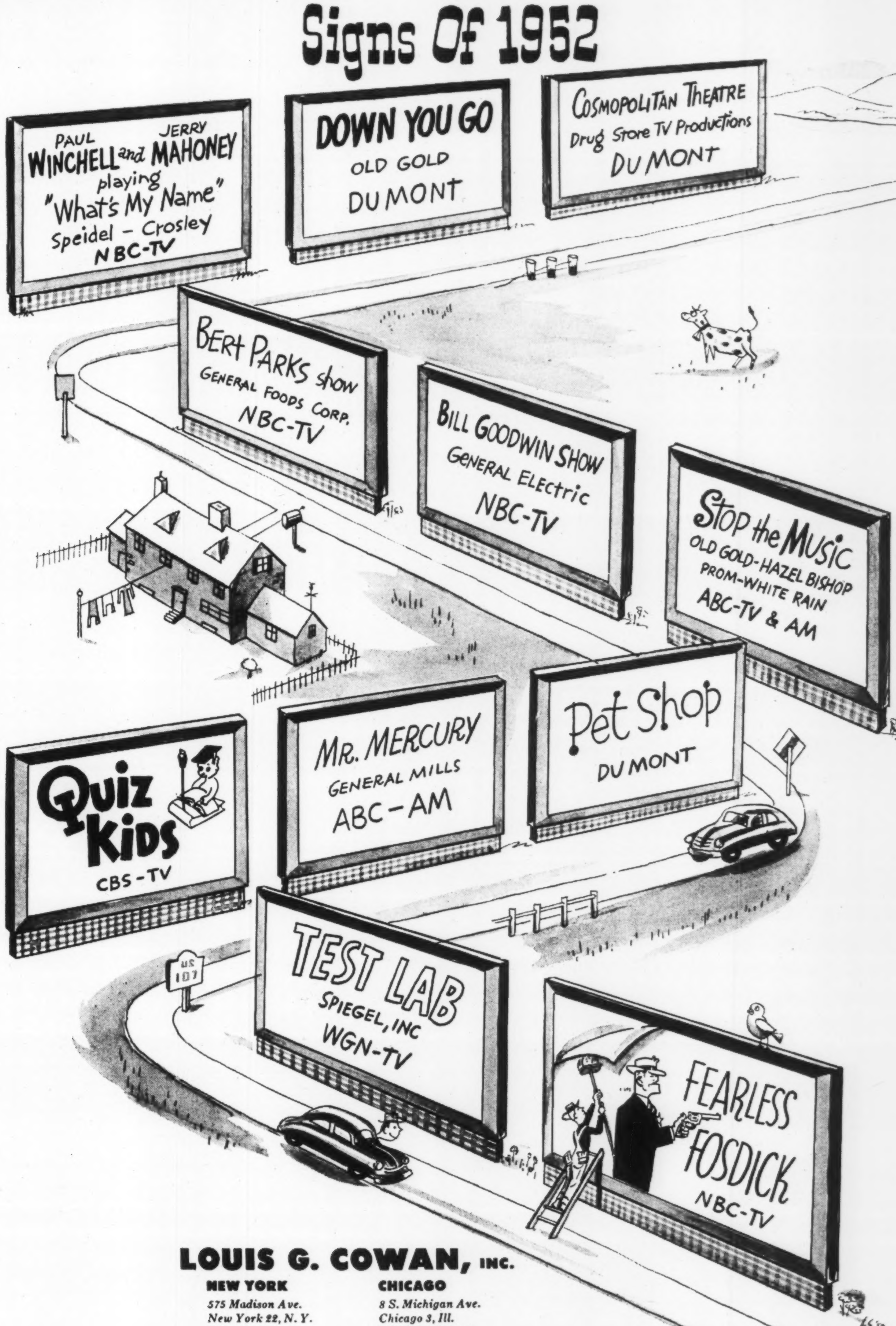
I

INTER-CALIFORNIA BROADCASTING SYSTEM
253 S. Broadway, Los Angeles 12, Calif.; Tel.: Mutual 2759; M. L. Moran, sales manager.
Services: Spanish programs, scripts, package programs.

INTERNATIONAL MONITORING SERVICE
1103 North Road, Belmont, Calif.; Tel.: Lytell 3-4728; Edgar W. Parmenter, general manager.
Services: Recording, program and transmission monitoring (shortwave), engineering and research service, electromechanical manufacturing.
Culver City—12337 Louise St.; James M. Dill.
San Carlos—P. O. Box 485; Tel.: Lytell 3-0152; Leland D. Skonnord.

CHARLES IRVING PRODUCTIONS
130 E. 61st St., New York 21, N. Y.; Tel.: Templeton 8-7023; Charles Irving, owner.
Services: Scripts, program production and packages (live and transcribed).

(Continued on page 342)


Signs Of 1952
PAUL WINCHELL and JERRY MAHONEY playing "What's My Name" Speidel - Crosley NBC-TV
DOWN YOU GO OLD GOLD DUMONT
COSMOPOLITAN THEATRE Drug Store TV Productions DUMONT
BERT PARKS show GENERAL FOODS CORP. NBC-TV
BILL GOODWIN SHOW GENERAL ELECTRIC NBC-TV
Stop the MUSIC OLD GOLD-HAZEL BISHOP PROM-WHITE RAIN ABC-TV & AM
QUIZ KIDS CBS-TV
MR. MERCURY GENERAL MILLS ABC-AM
Pet Shop DUMONT
TEST LAB SPIEGEL, INC WGN-TV
FEARLESS FOSDICK NBC-TV
US 101
LS '50

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A recipe for Station

PHIL SPITALNY'S
HOUR OF CHARM
SWING AND
SWAY WITH
SAMMY KAYE

HERE'S HOW IT TASTES:

WWOD

"Even before we received shipment of the Thesaurus library we sold enough to pay for the first nine months of the library." WWOD (Lynchburg, Va.)

WMT

"We're getting a large enough talent fee from the Wayne King Serenade and The Hour of Charm to pay for your service. Wish all library services would go in for this." WMT (Cedar Rapids, Iowa)

WLAC

"Sold Wayne King Serenade for 52 weeks . . . sponsor's initial step in radio after 25 years in business. Hour of Charm sold for 52 weeks on co-operative basis to 17 leading local business organizations." WLAC (Nashville, Tenn.)

KIST

"We sold Wayne King Serenade, Music by Roth and Fran Warren Show within the first week we had the library. Two are long-term contracts. Hour of Charm now sold to County National Bank." KiST (Santa Barbara, Cal.)

KROS

"Sold 15 Thesaurus shows in 60 days—46 quarter-hours weekly! I really believe this is terrific. We really had something to sell. Thanks for everything in helping us get started with Thesaurus." KROS (Clinton, Iowa)

KJFJ

"We sold Wayne King Serenade 2 weeks in advance of release . . . and it's going great guns. Schedule 52 weeks. Hour of Charm sold for 52 weeks to Raven Lumber Co." KJFJ (Webster City, Iowa)

MUTUAL KCSJ

"We've sold Wayne King and Hour of Charm with enough talent fees to pay for Thesaurus—and expect to sign up Music by Roth—all by the time we receive our library . . . we should have bought Thesaurus sooner." KCSJ (Pueblo, Colo.)

WMOK

"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)

WLBB

"Took just 15 minutes to sell the sponsor—the day the audition disc arrived. More shows like Hour of Charm, Wayne King Serenade, Hank Snow—and this station won't need the services of a sales manager." WLBB (Carrollton, Ga.)

WSRK

"A jewelry store prospect I've been unable to 'crack' for over 2 years bought the Wayne King Serenade in one presentation—surpasses all our other 'package' shows." WSRK (Shelbyville, Ind.)

WARM

"Just sold Wayne King Serenade to the leading furniture store in northeast Pa. Just another reason why we're in our 11th year as a satisfied Thesaurus subscriber. Hour of Charm sold to appliance dealer." WARM (Scranton, Pa.)

WARC

"Today we auditioned and sold The Wayne King Serenade to Star Palace Laundry. I cannot help feel that your agency mailing had a big part in it, for the agency was definitely behind the sale of the show." WARC (Rochester, N. Y.)

WGNI

"SOLD The Wayne King Serenade to Dodge-Plymouth dealer, Allen Roth show to General Electric distributor, Festival of Waltzes, Hour of Charm to furniture dealers, and Weather Jingles to a men's shop. Very pleased with these sales as all talent charges made exceed monthly rental." WGNI (Wilmington, N. C.)

KGBX

"We've sold the Hour of Charm program for 52 weeks. Your audition record was great . . . clinched the sale. 12 Thesaurus shows sold to date!" KGBX (Springfield, Mo.)

WFDF

"Big mail response led Silkworth Distributing Co., appliance dealer, to boost Church In The Wildwood from 3 to 5 shows a week. Over 1,000 cook books requested on one offer." WFDF (Flint, Mich.)

WTON

"Our Thesaurus library arrived here 3 weeks ago, and without too much effort, I've managed to take in $3,176.94 in time sales and talent charges. We're well satisfied—in every way—with Thesaurus." WTON (Staunton, Va.)

Success... *Thesaurus*

THE LIBRARY THAT PAYS ITS OWN WAY!

MUSIC BY ROTH
HANK SNOW AND HIS RAINBOW RANCH BOYS
EDDIE FISHER
THE WAYNE KING SERENADE

FRAN WARREN SINGS

THE TEX BENEKE SHOW

THE SINGING AMERICANS—DR. FRANK BLACK'S MALE CHORUS CONCERT HALL OF THE AIR—ARTHUR FIEDLER VINCENT LOPEZ AND HIS ORCHESTRA

CLAUDE THORNHILL AND HIS ORCHESTRA SONS OF THE PIONEERS JOHNNY DESMOND ON THE MUSIC OF MANHATTAN

LAWRENCE DUCHOW AND HIS RED RAVEN ORCHESTRA MUSIC IN MARCH TIME I HEAR THE SOUTHLAND SINGING—GOLDEN GATE QUARTET

CHURCH IN THE WILDWOOD HERE'S JUNE CHRISTY WITH THE JOHNNY GUARNIERI QUINTET NORMAN CLOUTIER AND HIS MEMORABLE MUSIC

RIDIN' THE RANGE OLD NEW ORLEANS—JIMMY LYTELL AND THE DELTA EIGHT RAY McKINLEY AND HIS ORCHESTRA DOWN HARMONY LANE

A FESTIVAL OF WALTZES SLIM BRYANT AND HIS WILDCATS MUSIC HALL VARIETIES

ORGANAIRES

SOLD! "Wayne King Serenade"

KRLD (Dallas, Tex.) Padgitt Bros.
WMBD (Peoria, Ill.) The Schradzki Co.
KSD (St. Louis, Mo.) Dau Furniture Co.

SOLD! "Hour of Charm"

WWL (New Orleans, La.) Baumer Foods, Inc.
KSTP (Minneapolis, Minn.) Myndall Cain Salon
WFMJ (Youngstown, O.) Union National Bank

BASIC LIBRARY: approximately 5000 selections.

MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 28 program series—55 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues; and open-end time & weather jingles, commercial & shopping jingles; plus news, sports and feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits—mats, photos, press releases—to publicize and merchandise THESAURUS shows locally.

... plus loose-leaf catalog, card index file, storage cabinets

THE NEW ERA

IN *Thesaurus*

RCA recorded program services

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522 Forsyth Bldg., Atlanta 3, Ga.	*WAlnut 5946*
1907 McKinney Ave., Dallas 1, Texas	*RIverside 1371*

Phone or write for comprehensive THESAURUS brochure today!

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 338)

LOU IRWIN INC. AGENCY
9165 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 1-7131; Lou Irwin, president.
Services: Talent representative.

J

FREDERICK JACKY PRODUCTIONS
520 N. Michigan Ave., Chicago 11, Ill.; Tel.: Delaware 7-3262; Frederick Jacky, owner.
Services: Program production and packages, syndicated transcriptions, scripts, commercial spots.

THE JAFFE AGENCY INC.
8553 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 6-6121; Sam Jaffe, general manager.
Services: Scripts, transcriptions, package shows, talent.
New York 22—38 E. 57th St.; Tel.: Plaza 9-6695; Paul Radin, manager.

NAT S. JEROME ASSOC.
1564 Broadway, Palace Theatre Bldg., New York City; Tel.: Judson 6-5547; Nat S. Jerome, president and general manager.
Services: Program production and packages, recording, syndicated transcriptions, scripts, talent, artists' and authors' management and representation.

JEWELL RADIO AND TELEVISION PRODUCTIONS
185 N. Wabash Ave., Chicago 1, Ill.; Tel.: Financial 6-4474; James E. Jewell, president.
Services: Scripts, program production and packages, talent, commercial spots.

K

KAIE DEEI TELEVISION TALENT
1697 Broadway, New York 19, N. Y.; Tel.: Columbus 5-3623; M. Kaie Deei, majority partner.
Services: Casting Oriental talent, production, research.

NOW AVAILABLE

THIS IS THE STORY . . .
260 fifteen minute episodes . . .
America's newest story telling series, featuring network star, Ed Prentiss.

THE HOMETOWNERS . . .
156 fifteen minute episodes
NBC Stars—Americana Music

SO THE STORY GOES . . .
260 fifteen minute episodes
The greatest story telling series in the history of radio.

JOE EMERSON'S HYMNTIME . . .
Star of "Hymns of all churches"
156 fifteen minute episodes
America's top hymn show.

LOUISE MASSEY and the WESTERNERS
Starring CURT MASSEY
Network Stars
156 fifteen minute episodes.
Radio's finest western musical

"WHY DO WE DO IT"
5 Minute TV Show

MORTON RADIO PRODUCTIONS, Inc.
360 N. MICHIGAN AVE.
CHICAGO 1, ILL.

ESTELLA H. KARN
49 W. 45th St., New York City; Estella H. Karn.
Services: Recording, program production and packages, recording.

BEULAH KARNEY INC.
940 Crescent Blvd., Glen Ellyn, Ill.; Tel.: 2596; Beulah Karney, president.
Services: Syndicated transcriptions, package programs (for women), talent, scripts.

JOHN KEATING RADIO STATION REPRESENTATIVE
414 Alderway Bldg., Portland, Ore.; Tel.: Beacon 4107; Don Motter, manager.
Services: Commercial recordings, scripts, program production and packages, talent.
Seattle—3rd & Pine Bldg.; Tel.: Elliot 6520; James McLoughlin, manager.

F. W. KLINE PRODUCTIONS
595 5th Ave., New York 17, N. Y.; Fred Kline, president.
Services: Package programs.
Los Angeles—(Leonard Shane Agency) 1127 Wilshire Blvd.; Tel.: Michigan 3231; Leonard Shane, vice president.

KLING STUDIOS INC.
601 N. Fairbanks Court, Chicago 11, Ill.; Tel.: Delaware 7-0400; Fred Niles, director.
Services: Recordings and transcriptions, program production and packages.
New York—51 E. 51st St.; Tel.: Eldorado 5-7336; Barry Stephens.
Detroit 26—1928 Guardian Bldg.; Tel.: Woodward 1-2500; Stanley Jack.

L

LANG-WORTH FEATURE PROGRAMS INC.
113 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-5700; C. O. Langlois, president.
Services: Transcribed music library, open-end and package shows.
Hollywood 28—6087 Sunset Blvd.; Tel.: Hollywood 9-1763; Walter B. Davison, West Coast representative.
Toronto 1—150 Simcoe St.; Tel.: Plaza 8727; S. W. Caldwell.

HERBERT S. LAUFMAN & CO.
624 S. Michigan Blvd., Chicago 5, Ill.; Tel.: Webster 9-2302; Herbert S. Laufman.
Services: Program production and packages (live and transcribed).

JERRY LAYTON ASSOC. INC.
551 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 7-6320; Jerry Layton, president.
Services: Scripts, program production and packages (live and transcribed), talent.

LES LEAR PRODUCTIONS
139 N. Clark St., Chicago 2, Ill.; Tel.: Andover 3-7233; Les Lear, manager.
Services: Talent, production.

LELAND POWERS SCHOOL INC. (Of Radio, Television and Theatre).
31 Evans Way, Boston 15, Mass.; Tel.: Aspinwall 7-2900; Haven M. Powers.
Services: Trainer and supplier of talent.

JACK LEWIS THEATRICAL ENTERPRISES
1564 Broadway, New York 36, N. Y.; Tel.: Plaza 7-0412.
Services: Production, talent, scripts.

TED LESSER AGENCY
8820 Sunset Blvd., Los Angeles 46, Calif.; Tel.: Bradshaw 2-3655; Ted Lesser, manager.
Services: Talent.

LESTER LEWIS ASSOC.
11 E. 48th St., New York 17, N. Y.; Tel.: Plaza 3-5083; Lester Lewis.
Services: Program production and packages, talent management.

W. BIGGIE LEVIN (TELEVISION AIRSHOWS INC.)
612 N. Michigan Ave., Chicago 11, Ill,; Tel.: Superior 7-0506; W. Biggie Levin, president.
Services: Scripts, production, talent, package programs.

LICHTIG-ENGLANDER
9123 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 12141; H. H. Lichtig, owner-manager.
Services: Talent (writers, directors), scripts, program production.

LIFETONE TRANSCRIPTIONS
3 Gilbert Court, Peoria 5, Ill.; Tel.: 2-9443; Norris John Buechele, president.
Services: Recording (tape and disc), masters for processing (33⅓, 45 and 78 rpm), program production and packages, syndicated transcriptions.

LINDNER RADIO PRODUCTIONS (FILM FEATURE ASSOC.)
661 West End Ave., New York 25, N. Y.; Tel.: Monument 2-5111; Ed Lindner, director.
Services: Recording, program packages and production, syndicated transcriptions, scripts, talent, commercials (songs, jingles).

ART LINICK ENTERPRISES
400 N. Michigan Ave., Chicago 11, Ill.; Tel.: Whitehall 4-5230; Art Linick, manager.
Services: Production.

JACK LLOYD & ASSOCIATES
4119 Los Feliz Blvd., Los Angeles 27, Calif.; Tel.: Olympia 1214; Jack Lloyd, executive director.
Services: Live and transcribed programs and spot announcements production, recording, scripts, talent.

BOB LOEWI PRODUCTIONS INC.
255A East 49th St., New York 17, N. Y.; Tel.: Plaza 5-0958, Murray Hill 8-2600; Bob Loewi, president.
Services: Program packages and production, scripts, talent.

PHILLIPS H. LORD, INC.
501 Madison Ave., New York 22, N. Y.; Tel.: Plaza 5-2211; Phillips H. Lord, president.
Services: Package productions.

LOTT ADVERTISING AGENCY
1504 11th St., Santa Monica, Calif.; Tel.: Exbrook 64018; D. H. Lott, owner.
Services: Programs and commercials production, scripts, recording.

ESTELLE LUTZ ARTISTS BUREAU
25 E. Jackson Blvd., Chicago 4, Ill.; Tel. Harrison 7-3435; Estelle Lutz, manager.
Services: Production, talent, scripts.

M

C. P. MacGREGOR
729 S. Western Ave., Los Angeles, Calif.; Tel.: Dunkirk 4-4191; George R. Jones, general manager.
Services: Syndicated transcriptions (music library), program packages and production, recording, scripts and continuities, talent.
New York 17—342 W. Madison Ave.; Tel.: Murray Hill 7-3717; Nat V. Donato, sales manager.

RALPH S. McFEELY COMPANY
714 Hartman Theatre Bldg., Columbus 15, Ohio; Tel.: Adams 4116; Ralph S. McFeely, owner.
Services: Syndicated transcriptions.

ALEXANDER McQUEEN & ASSOC.
5222 N. Lakewood Ave., Chicago 40, Ill.; Tel.: Ravenswood 8-9010; Alexander McQueen, owner.
Services: Package programs (live and transcribed), research.

MANAGEMENT CORP. OF AMERICA
598 Madison Ave., New York 22, N. Y.; Tel.: Plaza 9-7500.
Services: Production, scripts.

MCA ARTISTS LTD.
598 Madison Ave., New York 22, N. Y.; Tel.: Plaza 9-7500.
Services: Talent and/or bookings.

ROBERT MAXWELL ASSOCIATES
480 Lexington Ave., New York 17, N. Y.; Tel.: Plaza 9-5700; Robert Maxwell, director.
Services: Production, package programs.

MASTERSON, REDDY & NELSON
745 5th Ave., New York 22, N. Y.; Tel.: Plaza 9-1120; John Masterson, John Reddy, John Nelson.
Services: Package programs.

MELOTONE RECORDING STUDIO
25 Central Park W., New York 23, N. Y.; Tel.: Circle 6-1366; Mera-Lola Weinstock, manager.
Services: Recording, transcriptions.

METRO ARTISTS BUREAU
730 5th Ave., New York 19, N. Y.; Tel.: Circle 6-8470; T. M. Nelson, director.
Services: Talent, program packages, scripts.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 5th Ave., New York 22, N. Y.; Tel.: Murray Hill 8-1000; Bertram Lebhar Jr., director; Raymond Katz, producer.
Services: Syndicated transcriptions.

METROPOLITAN STUDIOS FOR RECORDING
1697 Broadway, New York 19, N. Y.; Tel.: Circle 7-3428; Leo Kahn, president.
Services: Recording, transcriptions, production.

CHARLES MICHELSON INC.
15 W. 47th St., New York 36, N. Y.; Tel.: Plaza 7-0695; Charles Michelson, president.
Services: Syndicated transcriptions (sales distributor), program packages and production, recording, library distributor.
Hollywood 28—6533 Hollywood Blvd.; Tel.: Hollywood 9-4580; Bob Reichenbach, manager.
Salt Lake City—3221 S. 1940 "E" St., Tel.: 84-2246; N. Pratt Smith, manager.
Anderson (S. C.)—1 Martin St.; Tel.: Ld 14; Glenn P. Warnock, manager.
Richmond (Ind.)—S. 1st & "B" Sts.; Tel.: 1117; Harry Gennett Jr., manager.
London, N. W. 8 (England)—3 Abbey Rd.; Tel.: Cunningham 1161; W. S. Barrell, manager .

MICHELSON & STERNBERG INC.
15 W. 47th St., New York 36, N. Y.; Tel.: Plaza 7-1269; Aaron Michelson, president.
Services: Electrical transcriptions for foreign export.

J. W. MILLER COMPANY
76 Broad St., Guilford, Conn.; Tel.: Guilford 920-21; James W. Miller, president.
Services: Program packages and production, syndicated transcriptions, scripts, promotional sales and advertising agency service.

MOLE & LEE INC.
105 W. 55th St., New York 19, N. Y.; Tel.: Circle 6-0006; John Mole, president.
Services: Package shows.

MONARCH PROGRAM LIBRARY INC.
615 Kittredge Bldg., 511 16th St., Denver 2, Col.; Tel.: Alpine 4038; Noel Jordan, president; Garrett M. Etheridge, vice president, manager.
Services: Production of packages and spot announcements, syndicated transcriptions, scripts, talent.

MONOGRAM-CHICAGO
75 E. Wacker Dr., Chicago 19, Ill.; Tel.: Andover 3-7169; William K. Ermeling, president.
Services: Package programs, production, talent.

MONTER-GRAY-ARMSTRONG
9134 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 1-1191; Sam Armstrong, manager.
Services: Talent.

LEO MORRISON INC.
9441 Wilshire Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-9191; Leo Morrison, manager.
Services: Talent.

CARLTON E. MORSE PRODUCTIONS
1500 Vine St., Hollywood 28, Calif.; Tel.: Hollywood 96161; Carlton E. Morse, owner.
Services: Writing, production and packaging of programs, recording.

MORTON RADIO PRODUCTIONS INC.
360 N. Michigan Ave., Chicago 1, Ill.; Tel.: Central 6-4144; Morton Jacobson, president.
Services: Program production and packages, syndicated transcriptions, recording.

WILLIAM MORRIS AGENCY
1740 Broadway, New York 19, N. Y.; Tel.: Judson 6-5100; William Morris, president.
Services: Talent representative.
Beverly Hills—202 N. Canon Dr.; Tel.: Crestview 1-6161.
Chicago 1—203 N. Wabash Ave.; Tel.: State 2-3632.

HERBERT M. MOSS PRODUCTIONS
100 W. 55th St., New York City; Tel.: Columbus 5-1661.
Services: Production.

MUSIC CORP. OF AMERICA
(See Management Corp. of America)

MUTUAL ENTERTAINMENT AGENCY INC.
203 N. Wabash Ave., Chicago 1, Ill.; Tel.: Randolph 6-6990; Jack Russiu, radio-TV director.
Services: Talent, package programs.

N

NATIONAL BROADCASTING CO. (RADIO RECORDING DIV.)
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Circle 7-8300; Charles G. Hicks Jr., manager.
Services: Disc and tape recording, program production, scripts, talent.

NATIONAL CONCERT & ARTISTS CORP.
711 5th Ave., New York 22, N. Y.; Tel.: Plaza 9-6000; Henry Phillips, radio-TV director.
Services: Talent, package programs.
Chicago — 1812 Bankers Bldg.; Tel.: Dearborn 2-5813; Theo. McCoy.
Los Angeles—Philharmonic Aud. Bldg.; Tel.: Madison 9-1241; Alexander Haas.

NATIONAL PRODUCTIONS
1415 "K" St., N. W., Washington 5, D. C.; Tel.: Sterling 2222; Robert J. Enders, president.
Services: Recording, program production and packages, scripts, talent.
Philadelphia—Packard Bldg.; Tel.: Rittenhouse 6-5491; Al Fingerman, manager.
Hollywood—6611 Santa Monica Blvd.; Tel.: Hillside 6118; John Swallow, manager.
New York—270 Park Ave.; Tel.: Plaza 5-4952; Howard Enders, vice president.
Montreal—1176 Sherbrook St.; Tel.: W. Plateau 418; Dave Kaplan, manager.

NATIONAL RESEARCH BUREAU INC. (MERCHANDISING DIV.)
415 N. Dearborn St., Chicago 10, Ill.; F. P. Kendall, executive vice president.
Services: Continuous scripts, commercial copy, idea service for stations.
Burlington (Iowa)—NRB Bldg.; Tel.: 5528.

NATIONAL SAFETY COUNCIL
485 N. Michigan Blvd., Chicago 11, Ill.; Tel.: Whitehall 4-4800; Dan Thompson, radio director.
Services: Transcriptions, live announcements, scripts, recording, progrom production and packages.

NELSON PRODUCTIONS INC.
341 Madison, New York 17, N. Y.; Tel.: Murray Hill 6-5862; Raymond E. Nelson, president.
Services: Package production, recording, talent, time-buying and advisory services.

NETHERLANDS INFORMATION SERVICE
10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-6216; J. P. Bourdrez, director.
Services: Programs about Holland.
San Francisco—988 Mills Bldg.; Tel.: Exbrook 2-7948; Julie Lynch, director.
Holland (Mich.)—City Hall; Tel.: 3174; Willard C. Wichers, director.

NEWSREEL SERVICE
5 Centre Market Pl., New York 13, N. Y.; Tel.: Canal 6-3284; Howard V. Smythe, production manager.
Services: Tape and film recording, program production.

OLIVER W. NICOLL PRODUCTIONS
(Radio Features of America)
37 W. 46th St., New York 19, N. Y.; Tel.: Luxemburg 2-5130; Oliver W. Nicoll, executive director.
Services: Transcriptions, production, program packages.

NOCTURNE PRODUCTIONS
88 Diamond Bridge Ave., Hawthorne, N. J.; Tel.: Hawthorne 7-2523; Jack Hartley.
Services: Recording, program production, syndicated transcriptions.

JACK NORMAN PRODUCTIONS
6023 Fordham, Houston 5, Texas; Tel.: Madison 6480, Charter 5555; John Norman, general manager.
Services: Package programs and production, commercial announcements, syndicated transcriptions, scripts, talent.

MEYER B. NORTH
1564 Broadway, New York 19, N. Y.; Tel.: Plaza 7-3445; Meyer B. North, owner.
Services: Talent, programs.

O

JOHN O'CONNOR
1697 Broadway, New York 19, N. Y.; Tel.: Circle 5-4920; John O'Connor, manager.
Services: Talent, production, scripts.

LILIAN OKUN INC.
2 W. 67th St., New York 23, N. Y.; Tel.: Trinidad 7-8916; Lilian Okun, general manager.
Services: Scripts, program packages and production, talent.

JOHNNY OLSEN'S AMERICAN PRODUCTIONS
1120 Park Ave., New York City; Tel.: Atwater 9-4359; Harvey Cort, director
Services: Package shows.

ORSATTI & COMPANY INC.
211 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 6-6241; Irving Salkow.
Services: Scripts, package programs, talent.

OXARART & STEFFNER INC.
6223 Selma Ave., Hollywood 28, Calif.; Tel.: Hollywood 9-1171; Frank Oxarart, president.
Services: Package programs and production.

P

PACKAGED PROGRAMS INC.
634 Penn Ave., Pittsburgh 22, Pa.; Tel.: Grant 1-4756; M. E. Fierst, general manager.
Services: Program and commercial production (live and transcribed), syndicated transcriptions, scripts, recording, talent.
Johnstown (Pa.)—220 Market St.; Tel.: Johnstown 95510.

PALMETTO BROADCASTING SYSTEM (TRANSCRIPTION DIV. OF HALL BROADCASTING & TELEVISION CO. INC.)
1 Martin St., Anderson, S. C.; Tel.: 3802 Ld 14; Glenn P. Warnock, general manager.
Services: Syndicated transcriptions, package programs.
Holly Hill (Fla.)—RR #3; Homer Hardesty, manager.
Wilmette (Ill.)—310 Central St.; Dr. Charles Allen, manager.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York 18, N. Y.; Tel.: Wisconsin 7-0069; Donald Peterson, owner.
Services: Recording, scripts, program production.

POLISH BELLS RADIO PROGRAMS
260 E. 161 St. (Radio Station WBNX), New York 58, N. Y.; Tel.: Melrose 5-0333, Prescott 7-7013; John Victor Nowak, program director.
Services: Polish and English programs, comic transcribed features, talent representative, script service.
Hicksville (N. Y.) — Plainview Rd.; Tel.: Hicksville 3-0187; Walter Ochrymowicz.
Passaic (N. J.)—33 Parker Ave.; Tel.: Prescott 7-7013; John Victor Nowak.

POLISH BROADCASTING BUREAU
820 Fillmore Ave., Buffalo 12, N. Y.; Tel.: Cleveland 6876; Joseph F. Mikolajczak, owner.
Services: Foreign (Polish) programs.

GEORGE LOGAN PRICE INC.
20828 Pacific Coast Highway, Malibu, Calif.; Tel.: Malibu 7871; George Logan Price.
Services: Package programs and production, syndicated transcriptions, scripts, commercial announcements.

PRINCETON FILM CENTER INC.
Carter Rd., Princeton, N. J.; Tel.: 3550; Gordon Knox, president; Jack Barlass, executive vice president.
Services: Recording.
New York 22—300 Park Ave.; Tel.: Plaza 5-0322; Jack S. Barlass, executive vice president.
Philadelphia—1714 Chestnut St.; Tel.: Locust 7-6554; Col. E. A. Davies.

PROCKTER PRODUCTIONS INC.
221 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-4830; Bernard J. Prockter, president.
Services: Package programs.

R

RADIO CENTER
1203 S. Main St., Los Angeles 15, Calif.; Tel.: Prospect 9232; Al Nazareth, owner.
Services: Transcribed radio programs, recording, scripts.

RADIO COMICS INC.
241 Church St., New York 13, N. Y.: Tel.: Walker 5-0424; Louis H. Silberkleit, manager.
Services: Comic strip characters adaptable for radio.

RADIO EVENTS INC.
535 5th Ave., New York City; Tel.: Murray Hill 7-1668; Julienne Dupuy, manager.
Services: Scripts, production, talent.

RADIO FEATURES OF AMERICA
37 W. 46th St., New York 36, N. Y.; Tel.: Luxemburg 2-5130; Oliver W. Nicoll, executive director.
Services: Program producers and packagers.

RADIO PRODUCERS OF HOLLYWOOD
1648 N. Ogden Dr., Hollywood 46, Calif.; Tel.: Hollywood 9-6506; Lou R. Winston, president.
Services: Transcribed programs.

RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y.; Tel.: Plaza 3-8940; Irene Beasley, owner.
Services: Live and transcribed packaged shows.

RADIO PROGRAM PRODUCTION
1 E. 54th St., New York 22, N. Y.; Tel.: Plaza 5-9800; Waddill Catchings, manager.
Services: Scripts and production.

RADIO PROGRAMME PRODUCERS
317 Keefer Bldg., Montreal, Canada; Tel.: University 6-8751; Paul L'Anglais, president.
Services: Package programs and production, scripts, talent.

RADIO PROVIDENCE PRODUCTIONS INC.
10 Paterson St., Providence 6, R. I.; Tel.: Plantations 1-6784; Frank Jones, president.
Services: Scripts, program production.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood 38, Calif.; Tel.: Hempstead 3282; J. Joseph Sameth, vice president (sales).
Services: Recording.

RADIO RECORDING STUDIOS
1244 Carmen Ave., Chicago 40, Ill.; Tel.: Edgewater 4-6461; Myron Bachman, owner.
Services: Recording.

RADIO RESULTS
8641 S. Escanaba Ave., Chicago 17, Ill.; Tel.: S. Chicago 8-5374; Mrs. Z. George Jaworokowski, manager.
Services: Foreign language advertising.

RADIO SCRIPT SERVICES
218 N. Duke St., Lancaster, Pa.; Tel.: 3-4337; Mrs. Dorothy S. Brown, director.
Services: Commercial announcements, package programs, scripts.

RADIO TELEVISION ARTS ACADEMY
3819 Wilshire Blvd., Los Angeles 5, Calif.; Tel.: Dunkirk 8-1323; Doria Balli, director.
Services: Live programs, scripts, talent.

RADIOZARK ENTERPRISES
606 St. Louis St., Springfield, Mo.; Tel.: 2-4620, 2-4422; E. E. Siman Jr., general manager; John Mahaffey, sales manager.
Services: Recording, package programs and production, syndicated transcriptions, scripts, talent, commercial spots.
Chicago—75 E. Wacker Dr.; Tel.: Andover 3-7169; William K. Ermeling, manager.
Dallas—1312½ Commerce St.; Tel.: Prospect 3723; H. Maier, manager.
Hollywood—4527 Sunset Blvd.; Tel.: Olympia 4118; Beep Roberts, manager.

DOROTHY N. RAISON AGENCY
5403 Clinton Ave., Los Angeles 4. Calif.; Tel.: Hillside 8266; Dorothy N. Raison, manager.
Services: Radio scripts.

RAY & BERGER
1471 N. Tararind Ave., Hollywood 28, Calif.; Tel.: Hudson 24202.
Services: Syndicated merchandise prize service with program formats, questions and answers.

RCA VICTOR CO. LTD. (RADIO-RECORDING DIV.)
Royal York Hotel, Toronto, Ont.; Tel.: Empire 3-3443; L. D. Headley, manager.
Services: English & French program production, transcriptions, recording.
Montreal—1050 Lacasse St.; Tel.: Wellington 7551; E. T. Traynor.

REC-ART STUDIOS
1203 S. Main St., Los Angeles 15, Calif.; Tel.: Prospect 9232; A. Nazareth, owner.
Services: Recording, transcriptions, script.

RECORDING DIV.—RADIO STATION CKEY
444 University Ave., Toronto, Ont.; Tel.: Waverly 3881; W. H. McAlpine, manager.
Services: Recording.

REEVES SOUND STUDIOS INC.
304 E. 44th St., New York City; Tel.: Oregon 9-3550; Chester L. Stewart, vice president.
Services: Recording.

RELIGIOUS NEWS SERVICE
381 4th Ave., New York 16, N. Y.; Tel.: Murray Hill 4-1463; Louis Minsky, managing editor.
Services: Religious news scripts.

REPUBLIC RADIO & TELEVISION FEATURES
64 E. Lake St., Chicago 1, Ill.; Tel.: State 2-0460; Capico Kapps, vice president in charge of radio-TV.
Services: Live and transcribed programs and spots, recording, package programs and production, scripts, talent, syndicated distributors.

REYNOLDS PRODUCTIONS
321 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 1-6155; Stuart Reynolds, president.
Services: Syndicated transcriptions, package programs and production.

H. D. RICHERT CO.
545 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 7-4256; H. D. Richert, director.
Services: Package shows.

ROBBINS BROTHERS
67 W. 44th St., New York 18, N. Y.; Tel.: Murray Hill 7-2033-34; Fred and Sam Robbins, partners.
Services: Scripts, package programs, talent.

BOB L. ROBERTS PRODUCTIONS
806 7th St., New York 19, N. Y.; Tel.: Judson 6-0025; Bob L. Roberts.
Services: Program production and packages, scripts, talent.

ROBERTS & CARR PRODUCTIONS
550 5th Ave., New York 19, N. Y.; Tel.: Plaza 7-6454; Bob Roberts, Paula Carr.
Services: Package programs and production, commercials, syndicated transcriptions, scripts, talent.

ROBINSON RECORDING LABS
35 S. 9th St., Philadelphia 7, Pa.; Tel.: Walnut 2-6800; William P. Robinson, president.
Services: Disc and tape recording, program production, talent.

ROCKHILL RADIO & TV PRODUCTIONS
18 E. 50th St., New York 22, N. Y.; Tel.: Plaza 9-7979; Stanley J. Wolf, manager.
Services: Live and transcribed productions, recording.

RICHARD H. ROFFMAN ASSOCIATES
646 Park Ave., Hotel Sulgrave, New York 20, N. Y.; Tel.: Trinidad 9-5640; Richard H. Roffman, president.
Services: Package programs and production, talent, public relations, guest and prize procurement, publicity and promotion, scripts, legal counsel.

ROLAB STUDIOS & PHOTO SCIENCE LABS
Walnut Tree Hill, Sandy Hook, Conn.; Tel.: Newtown 581; Henry Roger, owner-director.
Services: Transcriptions, recording, program production and commercials.

ALLEN ROTH RADIO PRODUCTIONS
48 W. 48th St., New York 19, N. Y.; Tel.: Plaza 7-1162; Allen Roth, manager.
Services: Talent, production, recording.

ROYAL FILM EXCHANGE
1550 Crossroads-of-the-World, Hollywood 28, Calif.; Tel.: Hempstead 3173; Bill Scott Brown.
Services: Musical transcriptions, program production and packages, recording, scripts.

ROYAL RECORDING COMPANY
601 Ashby Ave., Berkeley 10, Calif.; Tel.: Ashberry 3-5453; Don Hambly, operations manager.
Services: Recording.

(Continued on page 346)

Higher and Higher and HIGHER go SALES, RATINGS, RENEWALS!

Tell 'em and Sell 'em with WORLD

LOCAL PERSONALITY SHOWS

Sure winners with local audiences

HOMEMAKER HARMONIES, most complete, ready-to-broadcast women's daily service program available today.

THE HAPPINESS PARADE, interest packed, daily show in tribute to anniversaries of your listeners.

A BUNDLE OF JOY, musical salute to new babies in your community.

FOOTBALL TIME, great sensational series.

CHRISTMAS SHOPPING BAG, concentrated money-making series for pre-Christmas shopping season.

. . . and other features tying in your popular, local selling personalities.

Save Money! Make Money! WITH WORLD

THE ALL-PURPOSE LOCAL SALES SERVICE

Tell 'em and Sell 'em with WORLD

COMMERCIAL JINGLES

Especially designed for . . .

- FURNITURE STORES
- FARM PRODUCTS
- JEWELERS
- CREDIT CLOTHIERS
- FURRIERS
- DRY CLEANERS
- SAVINGS BANKS
- FOOD PRODUCTS
- BAKING COMPANIES
- APPLIANCE DEALERS
- FOOD STORES
- LAUNDRIES
- BEAUTY PRODUCTS
- LOAN COMPANIES
- WOMEN'S APPAREL
- USED CAR DEALERS

. . . and many, many more . . . The *Most Complete* variety of diversified jingles for every purpose available anywhere.

Tell 'em and Sell 'em with WORLD

DRAMATIC AND MUSICAL FEATURES

FREEDOM IS OUR BUSINESS, eternal vigilance as expressed by the great actor . . . Robert Montgomery.

FORWARD AMERICA, a great tribute to our inherent Americanism in the voice of Academy Award Winner . . . Walter Huston.

THE MIRACLE AT CHRISTMAS, beautiful and moving original Christmas story starring . . . Thomas Mitchell.

. . . and others that capture the mood and spirit of the times, and immediate sponsorship!

Tell 'em and Sell 'em with WORLD

SIGNATURES AND PRODUCTION AIDS

Special materials created to enhance your own broadcast of

- SPORTS
- FARM FEATURES
- LOCAL NEWS
- BASKETBALL
- KIDDIES' SHOWS
- WORLD NEWS
- BIRTHDAYS
- FOOTBALL
- BASEBALL
- WESTERN MUSIC
- HIT TUNES
- DISC JOCKEYS
- WOMEN'S SERVICE
- HOLLYWOOD NEWS
- VARIETY TIME
- HOMEMAKING

. . . and many more unique sales aids found in no other service!

Tell 'em and Sell 'em with WORLD

SPECIALS, SEASONAL CAMPAIGNS AND HOLIDAY FEATURES

WEATHER SERVICE INTRODUCTIONS
TIME SIGNAL ATTENTION-GETTERS
EIGHT-STAR FEATURE CHRISTMAS SALES PACKAGE
30-SHOPPING DAYS TILL CHRISTMAS CAMPAIGN
STREET AND HIGHWAY SAFETY CAMPAIGN
SALES IDEAS FOR EVERY MAJOR HOLIDAY
SPECIAL SPORTS SHOWS IN SEASON
HOLIDAY SHOWS FOR VALENTINE'S DAY, EASTER, MOTHER'S DAY, FOURTH OF JULY, LABOR DAY, ARMISTICE, THANKSGIVING AND MANY MORE . . .

. . . and a lot more built to hit the right idea at the right time to get the order!

ALL PURPOSE because World fulfills the entire range of your requirements and gives you its "know how" for top quality programming and diversified advertising ideas that boom sales for you and your sponsors too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service — World!

LOCAL because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios, take advantage of your popular local personalities.

And it's a **MONEY-MAKER** for you because quality and quantity combine to build irresistible appeal for advertisers and audiences, alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World-Affiliate stations!

Tell 'em and Sell 'em with WORLD

WORLD STARS

- ROBERT MONTGOMERY
- DAVID ROSE
- MIMI BENZELL
- HELEN FORREST
- EARL WRIGHTSON
- LARRY BROOKS
- RUSS MORGAN
- EDDY HOWARD
- BIBI OSTERWALD
- DICK HAYMES
- LANNY ROSS
- RAY BLOCH
- GOTHAM MALE QUARTET
- MONICA LEWIS
- KITTY KALLEN
- CASS COUNTY BOYS
- SUSAN REED
- PAGE CAVANAUGH TRIO

. . . and hundreds more with NAMES that win listeners and sponsors immediately!

Tell 'em and Sell 'em with WORLD

VARIETY AND MUSICAL PROGRAMS

STEAMBOAT JAMBOREE starring Lanny Ross

LYN MURRAY SHOW with orchestra, chorus and stars

DICK HAYMES SHOW with Carmen Dragon orchestra and guests

THE THREE SUNS, long time favorite from coast to coast

RAY BLOCH PRESENTS, with a variety of special features

BOB EBERLY SHOW for programming across the board

. . . and a host more to meet every audience appeal!

Let ONE Service Do The WHOLE Job At LESS Cost

WORLD

SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
An Affiliate of The Frederic W. Ziv Company
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

Month After Month After Month — The New Ideas For Vital Local Sales Are Coming From World.

Tell 'em and Sell 'em with WORLD

SPECIAL CAMPAIGNS

GIFT OCCASIONS CAMPAIGN for Valentine's Day, Easter, Mother's Day, Graduation, June Weddings, Father's Day.

HOME IMPROVEMENT CAMPAIGN for extra business at clean-up, paint-up time.

DRESS UP FOR EASTER CAMPAIGN . . . sure winner with apparel retailers.

BACK-TO-SCHOOL CAMPAIGN . . . springboard to seasonal sales for dozens of advertisers.

SANTA CLAUS CAMPAIGN . . . with Santa setting up headquarters at your station for your sponsors.

. . . and many, many more tapping new sources of station revenue!

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 343)

RUBENS PRODUCTIONS
7063 Sunset Blvd., Hollywood 28, Calif.; Tel.: Granite 1425; Gladys W. Rubens.
Services: Package programs, talent.

ART RUSH INC.
1418 N. Highland Ave., Hollywood 28, Calif.; Tel.: Hillside 5161; W. Arthur Rush.
Services: Package programs and production, artist management.

S

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS
Bankers Securities Bldg., Philadelphia 44, Pa.; Tel.: Kingsley 5-7055; Barnard L. Sackett.
Services: Package programs and production, jingles, scripts, talent, radio representation.

SACRED RECORDS INC.
342 N. IaBrea, Los Angeles 36, Calif.; Tel.: Webster 3-8241; Earle E. Williams, president.
Services: Sacred transcription library, religious records.

PAUL BRON SALINER RADIO ADVERTISING
307 N. Michigan Ave., Chicago 1, Ill.; Tel.: Financial 6-0650; Paul Bron Saliner, president.
Services: Talent, package programs and production, foreign language program consultant.

SAM SAMUELS
1654 Broadway, New York 19, N. Y.; Tel.: Judson 6-9012. Sam Samuels.
Services: Package programs, talent.

JAMES L. SAPHIER AGENCY INC.
9538 Brighton Way, Beverly Hills, Calif.; Tel.: Crestview 1-7231; James L. Saphier, president.
Services: Package programs and production, talent.
New York 17 — 6 E. 45th St.; Tel.: Murray Hill 7-8370; Jules Green, vice president.

WALTER SCHWIMMER PRODUCTIONS INC. — RADIO FEATURES INC.
75 E. Wacker Dr., Chicago 1, Ill.; Tel.: Franklin 2-4392; Walter Schwimmer, president.
Services: Syndicated live package programs, production, recording, scripts.
New York 17 — 16 E. 41st St.; Tel.: Lexington 2-1791; Jack Arden.

SELS PRODUCTIONS
1906 N. Lietz Ave., Burbank, Calif.; Tel.: Charleston 0-9007; Len Segall, general manager.
Services: Recording, scripts, package programs and production, talent.
Los Angeles 35—1458 S. Shenandoah St.; Tel.: Crestview 6-2426; Bob Clamage, manager.
Chicago—1205 W. Sherwin Ave.; Tel.: Hollycourt 5-9254; Dore Lewis, representative.

SESAC INC.
475 5th Ave., New York 17, N. Y.; Tel.: Murray Hill 5-5365, K. A. Jadassohn, general manager.
Services: Transcribed library, package programs, recording, scripts.

GEORGE SHACKLEY (FORMERLY MOONBEAMS BROADCASTS INC.)
701 7th Ave., New York 19, N. Y.; Tel.: Columbus 5-7495; George Shackley, president.
Services: Live and transcribed programs, scripts, production.

EDWARD SLOMAN PRODUCTIONS
17520 Stretto Way, Pacific Palisades, Calif.; Tel.: Exbrook 56558; Edward Sloman, manager.
Services: Syndicated transcriptions, program production.

K. R. SMITH DIV. OF ALLIED RECORD MFG. CO.
619 W. 54th St., New York 19, N. Y.; Tel.: Judson 2-3791; K. R. Smith, general manager.
Services: Recording (electrical transcriptions, phonograph records).

JOSEPH I. SONNENREICH
143 W. 103d St., New York 25, N. Y.; Tel.: Monument 3-7138; Joseph I. Sonnenreich, owner.
Services: Package representation, development and management, production.

THE SOUVAINE COMPANY
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Circle 7-5666; Henry Souvaine.
Services: Package programs and production.

SIGMUND SPAETH
400 E. 58th St., New York 22, N. Y.; Tel.: Plaza 8-0879; Sigmund Spaeth, president.
Services: Syndicated transcriptions, scripts, package programs and production, talent, personal appearances.

SPEAK-O-PHONE RECORDING & EQUIPMENT CO.
17 W. 60th St., New York, N. Y.; Tel.: Columbus 5-1350; C. A. Austin, manager.
Services: Recording and equipment.

SPEEDY-Q & GENNETT SOUND EFFECTS
1344 S. Flower St., Los Angeles 15, Calif.; Tel.: Prospect 2035; Philip Johnson, manager.
Services: Recorded sound effects.

STANDARD RADIO TRANSCRIPTION SERVICES INC.
140 N. LaBrea, Hollywood 36, Calif.; Tel.: Webster 8-9181; Gerald King, president.
Services: Transcription library, scripts.
Chicago 1—360 N. Michigan Ave.; Tel.: Central 6-0041; Gus Hagenah, vice president.
New York—444 Madison Ave.; Tel.: Plaza 3-4620; Alex Sherwood, vice president.

STARR PIANO CO.
1344 S. Flower St., Los Angeles 15, Calif., Tel.: Prospect 2035; Philip Johnson, secretary.
Services: Sound effects records.

BRUCE FORD STAUDERMAN
37 King St., New York 14, N. Y.; Tel.: Watkins 9-2954; Bruce Stauderman.
Services: Scripts, package programs, program ideas and production.

STEMPEL-OLENICK AGENCY
717 N. La Cienega Blvd., Los Angeles 46, Calif.; Tel.: Crestview 1-7141; Frank Stempel, Julian Olenick, partners.
Services: Scripts, package programs, talent.

RICHARD STROUT PRODUCTIONS
Box 331, Hollywood 28, Calif.; Tel.: Hemstead 8507; George C. Meacham, president.
Services: Jingles and spot announcements, recording, program production, package programs, talent.
New York 18—507 5th Ave.; Tel.: Murray Hill 2-6924.

STUDIO & ARTISTS RECORDERS
6087 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 8241; Lewis Finston, manager.
Services: Recording (disc, tape, wire), Air Checks.

H. N. SWANSON INC.
8523 Sunset Blvd., West Hollywood 46, Calif.; Tel.: Crestview 1-5115; Edgar Carter.
Services: Scripts, package programs.

SYNCRO SOUND EFFECTS
P. O. Box 38, Foulke Station, Richmond, Ind.; Tel.: 2-3871; Harry Gennett Jr., owner and manager.
Services: Recorded sound effects.

T

HAL TATE PRODUCTIONS
831 S. Wabash Ave., Chicago 5, Ill.; Tel.: Harrison 7-3610; Hal Tate, president.
Services: Syndicated transcriptions, program production and packages.
Toronto—150 Simcoe St.; Tel.: Plaza 8727; Spence Caldwell. (S. W. Caldwell Ltd.)

TECHNISONIC STUDIOS
1201 S. Brentwood Blvd., St. Louis 10, Mo.; Tel.: Parkview 1055; Charles E. Harrison, president.
Services: Recording (disc, tape, film) and processing, program production.

TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2, Pa., Tel.: Kingsley 5-8540; W. Wallace Orr, director.
Services: Production.

L. S. TOOGOOD RECORDING CO.
221 N. LaSalle St., Chicago 1, Ill.; Tel.: Central 6-5275; L. S. Toogood, owner.
Services: Recording, magnetic tape duplicating.

TOWERS OF LONDON (CANADA) LTD.
314-15 67 Yonge St., Toronto, Ont.; Tel.: Empire 4-9296; Joe Adaskin, general manager.
Services: Syndicated transcriptions.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.
1 E. 54th St., New York 22, N. Y., Tel.: PLaza 5-9800; Williams Wasmuth, manager.
Services: Package programs.

TRANSCRIBED RADIO SHOWS
2 W. 47th St., New York 19, N. Y.; Tel.: Luxemburg 2-3530; F. Krinen.
Services: Package programs and production, syndicated transcriptions, scripts, spot announcements.

TRANSCRIPTION SALES INC.
117 W. High St., Springfield, Ohio; Tel.: 2-4974; John F. Hyle, vice president and general manager.
Services: Syndicated transcriptions, spot announcements, scripts, package programs and production.
New York 19—3948 Grand Central Terminal; Tel.: Murray Hill 4-4520; Claude Barrere, eastern division manager.

U

GEORGE ULLMAN AGENCY INC.
8979 Sunset Blvd., Los Angeles 46, Calif.; Tel.: Crestview 4-5238; George Ullman, president.
Services: Scripts, package programs, talent.

RICHARD ULLMAN INC.
295 Delaware Ave., Buffalo 2, N. Y.; Tel.: Cleveland 2066; Richard H. Ullman, president.
Services: Recording, program production, syndicated transcriptions, scripts, talent.

UNITED BROADCASTING CO. INC.
301 E. Erie St., Chicago 11, Ill.; Tel.: Superior 7-9114; William L. Klein, president.
Services: Recording, program and spot production, package programs, syndicated transcriptions, talent.

UNITED SOUND SYSTEMS
5840 2d Blvd., Detroit 2, Mich.; Tel.: Trinity 1-2570; James V. Siracuse.
Services: Recording, program and spot production, scripts, talent, transcription pressings and multiple tape duplications.

U. S. RECORDING COMPANY
1121 Vermont Ave., Washington 5, D. C.; Tel.: Lincoln 3-2705; Joseph Tait, general manager.
Services: Recording, package programs, talent, disc and tape recording distributor, audio equipment manufacturer.

UNIVERSAL RADIO PRODUCTIONS
105 N. 5th St., Phoenix, Ariz.; Tel.: 2-2128, Robert E. Burke, president.
Services: Program production, package programs, scripts.
Chicago 4—2 W. Jackson Blvd.; Tel.: Wabash 2-6890; F. Michaelis.
Los Angeles 7—1256 W. 29th St.; Tel.: 7-0839; Leona Wilson.

UNUSUAL FEATURES SYNDICATE
333 N. Michigan Ave., Chicago 1, Ill.; Tel.: Franklin 2-3862; Dean Schaefer, owner.
Services: Syndicated transcriptions, package programs and production, scripts.

UNIVERSAL RECORDERS INC.
6757 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-8282. Arthur B. Hogan, president.
Services: Transcriptions, recording.

UNIVERSAL RECORDING CORP.
111 E. Ontario St., Chicago 11, Ill., Tel.: MIchigan 2-6465; Milton T. Putnam, president.
Services: Recording, transcriptions, package programs, masters pressing.

V

THOMAS J. VALENTINO INC.
150 W. 46th St., New York 19, N. Y.; Tel.: Circle 6-4675-76; T. J. Valentino, president.
Services: Recording, processing and pressing transcriptions and commercial phonograph records.

VIDICAM PICTURES CORP.
240 E. 39th St., New York 17, N. Y.; Tel.: Murray Hill 6-3310; Edward Roberts Carroll, vice president.
Services: Recording, Air Checks.

CHICK VINCENT CO.
509 Madison Ave., New York 22, N. Y.; Tel.: Eldorado 5-0734; Chick Vincent, producer and director.
Services: Recording, package programs and production.

OWEN VINSON & CO.
P. O. Box 111, Santa Monica, Calif.; Tel.: Exbrook 5-1305; Owen Vinson, owner.
Services: Package program and production, scrips, talent.

(Continued on page 348)

For Dramatic Sound Effects Records . . . use

MAJOR

RECORDS

Over 500
realistic sound effects

"From a Cat's Meow to a Lion's Roar . . . a Pistol Shot to a World War"

Send for catalog by
MAJOR RECORDS
Distributed by
THOMAS J.
VALENTINO, Inc.
150 West 46th St. New York 19, N. Y.

The Best Music In America

A REPERTORY
OF DISTINCTION

AN OUTSTANDING
TRANSCRIBED LIBRARY

SESAC INC.

475 FIFTH AVENUE, NEW YORK CITY

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 346)

J. FRANKLYN VIOLA
152 W. 42d St., New York 18, N. Y., Tel.: CHickering 4-3254; J. Franklyn Viola, president.
Services: Recording, production, foreign language programs.

WILL H. VOELLER PRODUCTIONS
6087 Sunset Blvd., Hollywood 28, Calif., Tel.: Hudson 2-1537; Will H. Voeller, president.

VONNA PRODUCTIONS INC.
5816 Wilshire Blvd., Los Angeles, Calif.; Tel.: Walnut 2096; Eddison Von Ottenfeld, president.
Services: Recording, program and spot production, syndicated transcriptions, scripts, package programs, talent.
New York—619 W. 54th St.; Tel.: Judson 2-3791; Peter Rogers.
Washington—1121 Vermont Ave., N.W.; Tel.: Stanley 3626; Jack Wegner.

W

RUPE WERLING
Hidden Haven, Challont, Pa.; Tel.: Lexington 707; Rupe Werling.
Services: Recording, scripts, program production and packages and commercials.

WESTERN RECORDERS
6000 Sunset Blvd., Hollywood 28, Calif.; Hempstead 6811; H. Dixon McCoy, owner.
Services: Recording.

WFAA RECORDING STUDIOS
1122 Jackson St., Dallas 2, Texas; Tel.: Riverside 9631; Kelly Maddox, program director.
Services: Recording, program production, talent.

WIEDERHOLD RECORDING STUDIO
404 Norton Bldg., Louisville 2, Ky.; Tel.: Jackson 7808; George Wiederhold, owner.
Services: Recordings (disc and tape), program production, scripts, talent, Air Checks.

HAL WILSON PRODUCTIONS
442 Westbourne Dr., Los Angeles 48, Calif.; Tel.: Crestview 5-6914; Hal Wilson, owner.
Services: Recording, general production service, live and transcribed programs, scripts.

WITTE RADIO PRODUCTIONS
1064 S. Genesee Ave., Los Angeles 19, Calif.; Tel.: Webster 18716; I. Oscar Witte, owner.
Services: Syndicated transcriptions, scripts.

WLS ARTIST BUREAU
1230 Washington Blvd., Chicago, Ill.; Tel.: Monroe 6-9700; George Ferguson and Earl W. Kurtze.
Services: Recording, talent (represents WLS Chicago artists).

WOLF ASSOCIATES
420 Madison Ave., New York 17, N. Y.; Tel.: Plaza 5-7620; Edward Wolf, manager.
Services: Package programs.

WOODRUFF ASSOCIATES
328 E. 38th St., New York 16, N. Y., Tel.: MUrray Hill 5-8216; Frank L. Woodruff, executive producer.
Services: Package producers, talent, scripts.
New York 19—1619 Broadway, Tel.: JUdson 6-5272; George Walker, associate.

WOR ENTERTAINMENT DEPT.
1440 Broadway, New York 18, N. Y., Tel.: LOngacre 4-8000; Nat M. Abramson, manager.
Services: Talent.

WOR RECORDING STUDIOS
1440 Broadway, New York 18, N. Y.; Tel.: Longacre 4-8000; Henry B. Lockwood, manager.
Services: Recording (disc and tape), program production, talent.

WORLD BROADCASTING SYSTEM INC.
488 Madison Ave., New York 22, N. Y.; Tel.: Murray Hill 8-4700; Robert W. Friedheim, general manager.
Services: Package programs, transcribed library service.
Cincinnati 6—1529 Madison Rd.; Tel.: Plaza 1323; Leo Gutman, promotion director.
Los Angeles 4—5255 Clinton St.; Tel.: Hempstead 5121; Maynard Marquardt, western division manager.

CARTER WRIGHT ENTERPRISES INC.
6533 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-0944; Carter Wright, president.
Services: Program and spot production, recording, scripts, talent.

WRIGHT-SONOVOX INC.
6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-3614; John T. Abbott, manager.
Services: Recording, production, sound articulation.

VOGUE WRIGHT STUDIOS
469 East Ohio, Chicago 11, Ill.; Tel.: Mohawk 4-5600; George T. Becker, vice president.
Services: Package programs and production, scripts.
New York—225 4th Ave.; Tel.: Algonquin 4-3400; Robert Shea.

WYNN WRIGHT ASSOCIATES
17 W. 57th St., New York 19, N. Y.; Tel.: Plaza 3-4417; Charles Granzow.
Services: Program production and packages.

FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6, Ohio, Tel.: PLaza 1323; Frederic W. Ziv, president.
Services: Transcribed programs, package shows.
New York 22—488 Madison Ave., Tel.: MUrray Hill 8-4700; John L. Sinn, executive vice president.
Hollywood—5255 Clinton St., Maurice Unger.

Department of State, Voice of America Broadcasts

U. S. INTERNATIONAL INFORMATION & EDUCATIONAL EXCHANGE PROGRAM (USIE)

DIVISION OF INTERNATIONAL BROADCASTING

New York Headquarters: 251 W. 57th St., New York 19, N. Y. Tel.: JUdson 6-2000.

Washington Headquarters: Dept. of Interior Bldg., 18th & "E" Sts., N. W. (Also offices in Old State Dept. Bldg., 1778 Pennsylvania Ave., N. W.). Tel.: REpublic 5600, Extension 4157-3323. (For complete listing of executive personnel of Dept. of State, see U. S. Government Agencies Dealing With Broadcasting.)

OFFICERS
DIVISION OF INTERNATIONAL BROADCASTING

Foy D. Kohler, *Chief*
Edwin Kretzman, *Associate Chief (Policy)*
James S. Thompson, *Associate Chief (Operations)*
Alfred Puhan, *Chief, Program Operations Bureau*
Leo Lowenthal, *Chief, Evaluations Branch*
George Herrick, *Facilities Chief*
Sidney Sulkin, *Chief, Washington Branch*
John F. Hogan, *Chief, Washington Programming*
Antonio Miccoci, *Washington Liaison*
Marguerite Preston, *Washington Information Officer*

FACT SHEET

Through the medium of radio, the *Voice of America* works for the attainment of the foreign policy objectives of the United States by presenting a true picture of American aims, by creating psychological strength and resistance to Soviet imperialism, by counteracting anti-American slanders and by exposing the fraud of international communism. In the words of Public Law 402, its purpose is "to promote the better understanding of the United States among the peoples of the world and to strengthen international relations."

Radio is the fastest, most effective day-by-day medium for achieving this objective; it speaks directly to people abroad, instantaneously surmounting barriers of distance, censorship, illiteracy, foreign exchange, paper shortages and tariffs.

More than 120 separate programs, ranging from 15 minutes to one hour and amounting to approximately 49 program hours and about 350,000 words, are broadcast daily in about 45 language services as follows:

Europe

	Hrs	Mins
Albanian		: 15
Bulgarian		: 45
Czech-Slovak	1	: 15
Estonian		: 15
Finnish		: 30
French	1	: 00
German to Austria		: 45
German to Germany	1	: 45
Hungarian	1	: 15
Italian	1	: 40
Latvian		: 15
Lithuanian		: 30
Polish	1	: 15
Portuguese		: 15
Rumanian	1	: 00
Serbo-Croat	1	: 15
Slovene		: 15
Spanish to Spain		: 45
	20	: 25*

USSR

Armenian		: 30
Azerbaijani		: 15
Georgian		: 30
Russian	2	: 30
Tatar		: 15
Turkestani		: 15
Ukrainian		: 30
	4	: 45*

Near and Middle East

Arabic	1	: 00
Greek		: 30
Hebrew		: 30
Persian	1	: 15
Turkish	1	: 00
	4	: 15*

North & North E. Asia

Amoy to China		: 30
Cantonese to China	1	: 30
Japanese		: 30
Korean	1	: 15
Mandarin to China	3	: 00
Swatow to China		: 30
English	3	: 45
	11	: 00*

South & South E. Asia

Burmese		: 15
Hindi (India)		: 30
Indonesian		: 30
Malayan		: 15
Thai	1	: 00
Urdu (Pakistan)		: 30
Vietnamese		: 30
English		: 30
	4	: 00*

Latin America

Portuguese to Brazil		: 45
Spanish	2	: 25
English	2	: 15
	5	: 25

TOTAL TO ALL AREAS:
49:50*

TO IRON CURTAIN AREAS:
(Including China)
17:30*

**The following approximate daily program hours on local stations in foreign countries should be added: 5½ hours simultaneous relays and 2¾ hours rebroadcasts; approximately 56 daily program hours of rebroadcasts, from American-controlled relay bases overseas including round-the-clock rebroadcasts of Russian or Soviet satellite programs to counter intensive Soviet jamming.*

FACILITIES

Thirty-eight shortwave transmitters ranging from 50 kw to 200 kw in power are located in the United States—10 on the Pacific Coast, 8 in the Middle West and 20 on the East Coast. These facilities are licensed to private broadcasting companies and operated under contract to the Department.

Government-owned and controlled shortwave relay broadcast operations are located at Munich, Manila, Honolulu and Tangier, and medium wave stations at Munich, Salonika and Manila. Shortwave and medium wave relay facilities are also leased from BBC in Great Britain. Selections of VOA programs are also rebroadcast in medium wave by 120 stations in Western Europe and over 100 in Latin America.

Other relays or rebroadcasts are in effect through arrangement with domestic broadcasters of various countries such as France, Italy, Korea, Greece, Austria, Germany, Ceylon, Viet-Nam, Japan, Trieste and some 15 Latin American countries.

PROGRAM CONTENT

Programs broadcast from the United States falls into three categories: (1) news; (2) analyses and features, which include political commentaries, press reviews, roundtable discussions, documentaries, etc.; and (3) music. Although the breakdown varies from area to area, in general, the program schedule comprises: news, 37%; analyses and features, 51%; music, 12%. The breakdown for programming to Iron Curtain countries is: news, 51%; analyses and features, 49%; music (none)*.

In addition, IBD sends regularly to missions abroad transcribed musical programs and special feature material, as well as kinescopes and films for placement on overseas local radio and TV stations.

* [NOTE: IBD has adopted a policy of curtailing musical broadcasts to Iron Curtain countries, particularly the USSR, on the theory that (1) listeners tune in programs to be informed, not entertained, and (2) music is more susceptible to reprisals from local authorities.]

AUDIENCE INFORMATION

Programs are beamed to areas having a potential audience of 300 million. Surveys, letters from listeners, efforts by the hostile press and radio of certain nations to discredit the broadcasts, the reports from United States missions abroad, correspondents and travelers—all these provide convincing

(Continued on page 388)

Directory of

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

WITH EXECUTIVE RADIO PERSONNEL AND ACCOUNTS

N indicates network, S spot, R regional

A

ACCURATE ADVERTISING AGENCY
9 W. 60th St., New York 23
Tel.: Circle 7-3880

Radio Dept.: Bob Fischer, Richard Jasper, producer-directors, timebuyers; Albert Goldson, art director; Albert Losch, photography director.

AD FRIED ADV. AGENCY
318 15th St., Oakland 12
Tel.: Higate 4-6580

Radio Dept.: Ad Fried, radio director and owner; Barbetta G. Taylor, radio timebuyer; Elaine Trigger, music director; Garhard Jacobi, art and production director. All listed also have title of radio producer.

Radio Accounts: Bigelow Films (N-S); American Upholstering Co. (R-S); Bell Smoked Fish Co. (Tara Bell Brand) (S); Cohran & Celli Chevrolet Dealers (R); Commercial Sales Co. (R); Davi Miracle Foam; Betty Elizabeth Shampoo; F. H. Daily Motor Co. (R-S); Henry deLugach Real Estate (R-S); Morwear Paint Co. (Morwear Brands); Oakland Frame & Axle Co. (R-S); Fidelity Roof Co. (R-S); Holly Meat Packing Co. (R); Rhodes & Jamieson Ltd. (R-S); Servant's Furniture Warehouse; Buy-Rite Truck & Equipment Co. (S); The Quiet Hour (R); Minit-Man Auto Laundries (R-S); Lou Winston Co.; Smith Bros. "Mac" compound (R-S); Foster & Louis Insurance (R-S); Oakland Police & Firemen; Oakland Park Dept. (Woodminster Amphitheatre); Oakland Light Opera Assn. (R); San Francisco Police & Firemen; Lo-Fare Cab Co. (R-S); Roeber's Plumbing Fixtures (R); Troiel Co.'s (S); Fox West Coast Theatres.

ADVERTISING ENGINEERS CORP.
448 S. Hill St. Los Angeles 13
Tel.: Mutual 5039

Radio Dept.: Reed Bear, timebuyer

ADVERTISING INC.
1523-31 Central Nat'l Bank Bldg., Richmond 19
Tel.: 3-2809, 3-2800

Radio Dept.: J. Lynn Miller, A. G. Timewell
Richmond 19—416 E. Main St. Tel.: 3-5677. A. F. Watson.

Radio Accounts: Virginia Electric & Power Co.; Commonwealth Motors Inc.; Virginia Hospital Service Assn.; Virginia Dairy Co.; R. F. & P. Railroad; Lawyers Title Insurance Corp.; Tidewater Sales Co.; Spero's.

THE AITKIN-KYNETT CO.
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 6-7810

Radio Dept.: E. M. Gretz, timebuyer.

R. H. ALBER COMPANY
439 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 9-8273

Radio Dept.: Pauline Hagen, radio director.

Radio Accounts: Gospel Broadcasting Assn. (N-S); Unity School of Christianity.

DON ALLEN & ASSOC.
409 S. W. 13th, Portland 5, Ore.
Tel.: Capitol 9445

Radio Dept.: Everett Mitchell, radio director; Donald M. Allen, Ken Webber, Irwin H. Walsh, H. Richard Seller, account executives; Norman J. Park, timebuyer.

Radio Accounts: Arthur Murray's; Benjamin Franklin Fed. Savings & Loan; Ed Hamilton Furs; General Electric Supply Corp. (RS); Logan Oldsmobile Co.; Oregon Cost Ad Club; Windolph Pontiac Co.

ALLEN & REYNOLDS
1300 Woodman of the World Bldg., Omaha 2
Tel.: Atlantic 4445

Radio Dept.: Douglas B. Wall, media director; Milt Stephan, partner, director of radio; Don B. Amsden, assistant director; M. H. Reynolds, Karl Joens, Robert Reynolds, partners and account executives; Jack Anderson, Floyd Mellen, Robert Sanford, Earl Allen, account executives.

Radio Accounts: Byron Reed Co.; Omaha Public Power District; General Electric (S); T. H. Maenner Co.; Graybar Electric Co.; Webber Motors; U. S. National Bank; Ted's Pen Shop; Merchants Biscuit Co.; P. F. Petersen Baking Co.; Carpenter Oil Co.; Dusorb Sales Corp.; Fairmount Foods Co.; Federal Land Bank; Hill Hotel; K-K Distributing; George H. Lee; Neb.-Iowa Electrical Council; Northrup Jones; Tekseed Hybrid Co.; Uncle Sam Breakfast Food; Walnut Grove Products Co.

ALLIED ADVERTISING AGENCIES
167 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 7331

Radio Dept.: Stuart Heinemann, radio director.

ALTOMARI ADV. AGENCY INC.
20 Vesey St., New York 7
Tel.: Digby 9-1510

Radio Dept.: Michael Altomari, Leonard S. Morvay Jr.

ANDERSON & CAIRNS
488 Madison Ave., New York 22
Tel.: Murray Hill 8-5800

Radio Dept.: John A. Cairns, president; Victor Seydel, radio director.

Radio Accounts: Masland Carpets (N); Rootes Motors; General Shoe Corp.; Columbia Tobacco Co.; Nat'l Home Furnishings.

MERRILL ANDERSON CO. INC.
142 E. 39th St., New York 16
Tel.: Murray Hill 5-3045

Radio Dept.: Merrill Anderson, president.

ANTHRACITE ADVERTISING
1015 N. Maine Ave., Scranton 4, Pa.
Tel.: 9328

Radio Dept.: William A. White, general manager.

Radio Accounts: Parodi Cigars Inc.

JOHN FALKNER ARNDT & CO.
123 S. Broad St., Philadelphia
Tel.: Kingsley 5-8500

Radio Dept.: Norton J. Bond Jr., radio director; Parma Paradiso, radio secretary.

New York—40 E. 51st St. Regina Scheubel, John Wyatt.

Radio Accounts: Philadelphia Gas Works Co.

ARNOLD & CO. INC.
262 Washington St., Boston 8
Tel.: Richmond 2-1220

Radio Dept.: Arnold Z. Rosoff, radio director, account executive. Oscar E. Rudsten, Harold Glickman, account executives; Ted Serman.

ASSOCIATED ADVERTISING AGENCY INC.
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 2811

Radio Dept.: Stephen Frieberg, radio director; John Maupin, timebuyer; Sam Malcolm Levy, president & account executive.

ROSS ASWYER ADVERTISING
465 Herkimer St., Pasadena 1, Calif.
Tel.: Ryan 1-9453

Radio Dept.: Gordon Gumpertz.

Radio Accounts: Challenge Cream & Butter Assn. (N-S); Golden Bear Products.

ATHERTON ADVERTISING AGENCY
8455 Melrose Pl., Los Angeles 46
Tel.: Webster 3-8488

Radio Dept.: Alice Asdour, timebuyer; Bill Holmes, copy and media director.

Radio Accounts: Pacific Citrus Products Co. Inc. (S).

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795

Radio Dept.: John P. Atherton, radio director; W. T. Tieman, media director.

Toronto—100 Adelaide W. Tel.: Empire 3-5418. K. C. Utley.

Radio Accounts: Eno-Scott & Bowne; Potter Drug & Chemical; Phelps Dodge Refining Corp.; Humphreys Medicine Co.

AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600

Radio Dept.: Gene Fromherz, director of media; Richard Fachheimer, Robert Marley, Earl Hodgson, Leonard Krick, Daniel Collins, vice president and account executives.

Radio Accounts: Williamson Candy Co.; (N); Pay-U Labs.; H & H Cleaner Co.; McKenzie Milling Co.; Moorman Mfg. Co., International Harvester Co. (S); Double-Cola Co. (S).

J. J. AUERBACH CO.
103 Park Ave., New York 17
Tel.: Lexington 2-9660

Radio Dept.: J. J. Auerbach, radio director.

N. W. AYER & SON INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200

Radio Dept.: James E. Hanna, vice president and director of radio; T. J. McDermott, radio plans; E. G. Sisson Jr., programming and production; John M. Caldwell, copy chief; Wauhillau LaHay, publicity; R. A. Mortensen, sports broadcasting; Gordon Braine, director of radio research; G. D. Gudebrod, film production; Charles M. Wilds, Paul F. Kizenberger, Richard S. Bunbury, John W. Purves, Caroline H. Sleeper, timebuyers.

Hollywood 28—714 Taft Bldg. Tel.: Hempstead 4871. Glenhall Taylor, manager.

San Francisco 4—235 Montgomery St. Tel.: Sutter 1-2534. Carl Zachrisson, manager.

Detroit 26—4170 Penobscot Bldg. Tel.: Woodward 5-3322. T. J. Henry, manager.

Chicago 3—135 S. LaSalle St. Tel.: Randolph 6-3456. Sterling Peacock, manager.

Boston 16—Statler Office Bldg. Tel.: Hubbard 2-4970. E. Craig Greiner, manager.

Philadelphia 6—W. Washington Sq. Tel.: Lombard 3-0100. Warner S. Shelly, president.

Honolulu 16—231 Dillingham Bldg. Tel.: Honolulu 6193. Dudley P. Carroll, manager.

Radio Accounts: The Atlantic Refining Co. (S); B. C. Remedy Co. (S); Bell Telephone System (N); Chesapeake & Potomac Telephone Co. (S); Chrysler Corp., Plymouth Div. (S); Reuben H. Donnelly Corp. (S); Electric Companies Advertising Program (N); Gordon Baking Company (S); Hawaiian Pineapple Co. (S); Hills Bros. Coffee Inc. (S); Charles E. Hires Co. (S); Howard D. Johnson & Co. (S); Illinois Bell Telephone Co. (S); Lever Bros.-Surf (S-N); Michigan Bell Telephone Co. (S); John Morrell & Co. (S); Nat'l Dairy Products Co. (S); Sheffield Farms Milk Co. (S); Supplee-Wills-Jones Milk Co. (S); United Air Lines (S); Blue Bell Inc. (S); Brooklyn Union Gas Co.; Cannon Mills (N); Carrier Corp. (S); Comptometer School; Insurance Co. of North America (S); Pennsylvania Co. (S).

AYLIN ADVERTISING AGENCY
522 Waugh Drive, Houston 19
Tel.: Keystone 7469

Radio Dept.: Robert N. Aylin, president; Luana J. Kamp, radio director; Charles H. Lewis, Alston P. Cameron, account executives.

Radio Accounts: Arrow Mills Inc.; Black-Brollier Inc.; Foxworth-Galbraith; Henke & Pillot Inc.; Jackson Motors Ltd.; Johnston Motor Co.; Taylor Lumber Co.; Weldon Cafeteria.

AYRES & ASSOC. INC.
1325 N St., Lincoln, Neb.
Tel.: 2-6610

Radio Dept.: Harry H. Packard, radio director; William I. Hutton, chief engineer; Warren M. Swanson, Gould B. Flagg Jr., Elizabeth Cashen, account executives; Arthur F. White, timebuyer.

AZRAEL ADVERTISING AGENCY
1000 N. Charles St., Baltimore
Tel.: Lexington 7575

Radio Dept.: Maurice Azrael, president and talent buyer; Sara L. Polack, radio director; George Avis, timebuyer.

Radio Accounts: Giveaway program formats.

B

BADGER & BROWNING & HERSEY INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-3720

Radio Dept.: Jack Wilcher, radio director.

Radio Accounts: White Tower Restaurants.

FREDERICK E. BAKER & ASSOCIATES
Vance Bldg., Seattle 1
Tel.: Elliott 0957

Radio Dept.: Peter Lyman, radio director.

LYNN BAKER INC.
745 Fifth Ave., New York 22
Tel.: Murray Hill 8-3505

Radio Dept.: Rush Hughes, radio director.

BALDWIN BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2, N. Y.

Radio Dept.: Everett L. Thompson, radio director; Joseph H. Radder, Leon A. McNamara Jr., Malcolm L. Barney, Marie D. Cronin and Catharine D. Walsh.

BALL & DAVIDSON INC.
1030 Speer Blvd., Denver 4
Tel.: Main 1291

Radio Dept.: Carl A. Salstrand, president; Craig Davidson, executive vice president; Billy D. Prescott, vice president.

San Gabriel, Cal.—308 N. Alabama St. Tel.: Cumberland 33622. Mr. Davidson.

Radio Accounts: Bowman Biscuit Co. (S); The Morey Mercantile Co.; Hugh M. Woods Co.; Howry-Berg Inc.

BARLOW ADVERTISING AGENCY
742 James St., Syracuse 3, N. Y.
Tel.: 9-6644

Radio Dept.: Bud Stapleton, radio director; J. R. Coleman, H. H. Goodheart, F. B. Tompkins, G. S. Schwartz, E. R. Crawford, account executives.

Radio Accounts: Dairymen's League; Saratoga Vichy; Lincoln Nat'l Bank; Beverly Hills Wine; P & R Macaroni, all spot users.

BARNES ADVERTISING AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 8-2393

Radio Dept.: John Barnes, president and account executive.

BARNES-CHASE CO.
530 Broadway, San Diego 1
Tel.: Franklin 7771

Radio Dept.: William H. Tewell Jr., radio director, timebuyer.

Los Angeles 17—1638 Wilshire Blvd. Charles Davis, manager.

TED BATES & CO.
630 5th Ave., New York 20
Tel.: Judson 6-0600

Radio Dept.: H. Austin Peterson, partner in charge; Lester A. Weinrott, manager; John Doherty, business manager; Jay Clark, Allan Dingwall Jr., Donn O'Meara, radio producers; Vincent Rowe, new program development; Ned Midgeley, manager, timebuying Dept.; Christopher Lynch, McDonald Dunbar, Wm. J. Kennedy, timebuyers.

Hollywood 28—1680 N. Vine St. Tel.: Hollywood 9-2161. H. Austin Peterson, partner in charge of radio; Frank O'Connor, Henry Saz, producers.

Radio Accounts: Brown & Williamson Tobacco Corp. (S); Continental Baking Co. (S); Colgate-Palmolive-Peet Co. (N); Carter Products (S); American Sugar Refining Co. (S); American Home (S); Standard Brands (S); Minute Maid (S); Grocery Store Products (S).

(Continued on page 350)

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800

Radio Dept.: Arthur Pryor Jr., vice president in charge; Wickliffe W. Crider, vice president in charge of new program development; Carroll P. Newton, chairman, radio plan board; Arthur Bellaire, commercial supervisor; Edwin Marshall, chief talent contact; Frank Silvernail, head timebuyer; Tucker Scott, coordinator; Elenore Scanlan, Fred Stoutland, Norman Chester, Hope Martinez, Al Petcavage, F. A. Wurster, George Polk, William Lawrence, Mary Ellis, Richard McKeever, timebuyers.

Boston 16—1220 Statler Office Bldg. Tel.: Hubbard 2-0430. F. W. Hatch, vice president.

Buffalo 3—3 Rand Bldg. Tel.: Cleveland 7915. Alan M. Ward, vice president.

Chicago 11—919 N. Michigan Ave. Tel.: Superior 7-9200. H. H. Haupt, vice president.

Cleveland 13—Terminal Tower. Tel.: Tower 1-7270. E. E. Haring, vice president.

Detroit 26—1856 Penobscot Bldg. Tel.: Woodward 5-0620. R. E. Anderson, vice president.

Hollywood 28—1680 N. Vine St. Tel.: Hollywood 9-7337. Wayne Tiss, vice president.

Los Angeles 48—6363 Wilshire Blvd. Tel.: Webster 1-1234. A. W. Neally, vice-president.

Minneapolis 2—N. W. Bank Bldg. Tel.: Lincoln 8401. J. C. Cornelius, executive vice president; E. A. Cashin, vice president.

Pittsburgh 19—Grant Bldg. Tel.: Grant 1-8060. L. D. Hansen, vice president.

San Francisco 4—Russ Bldg. Tel.: Sutter 1-2232. John G. Motheral, vice president.

Radio Accounts: duPont (Zerone & Zerex); Fort Pitt Brewing Co.; Cream of Wheat; Tennessee Coal Iron & R. R. Co.; Emerson Drug Co. (Bromo-Seltzer); Minnesota Mining & Mfg. Co.; American Tobacco Co.; Nehi Corp.; Lever Bros. (Jelke Good Luck Margarine); Armstrong Cork Co.; DeSoto; General Electric; B. F. Goodrich; F. & M. Schaefer Brewing Co.; Wildroot Co.; U. S. Steel; George A. Hormel Co.; Rexall Drug Co.

BEAN ADVERTISING AGENCY
136 N. Delaware St., Indianapolis 4
Tel.: Franklin 428

Radio Dept.: Harold Bean, timebuyer.

Radio Accounts: L. S. Ayres & Co.; Wayside Floral Gardens; Jessica's Salads.

BEAUMONT, HELLER & SPERLING INC.
6th & Walnut Sts., Reading, Pa.
Tel.: 5-4311

Radio Dept.: Dee Hassler, radio director.

Radio Accounts: York County Gas Co.; Lebanon Valley Gas Co.; Lancaster County Gas Co.; The Harrisonburg Gas Co.; Consumers' Gas Co.; Bowers Battery & Spark Plug Co.; Maier's Bakery; Ontalaunee Orchards; St. Lawrence Dairy Co.

HERBERT S. BENJAMIN ASSOCIATES INC.
234 Main St., Baton Rouge, La.
Tel.: 3-2847

Radio Dept.: Richard K. Goldberger, radio director; Allen R. Brent, Lee Herzberg Jr., Thomas B. Rhodes, account executives.

Radio Accounts: Capital Bedding Co.; Fidelity Nat'l Bank; Kornmeyer Furniture; Olinde Hardware & Supply Co.; Boyce Harvey Machinery; Levenson Interior Decorators; Capital Bldg. & Loan Assn.; Longwood Plantation Syrup; United Credit Co.; Gonzales Finance Co.; Hearin, Cullens & McInnis.

BENNETT, WALTHER & MENADIER INC.
69 Newbury St., Boston 16
Tel.: Kenmore 6-3820-1-2

Radio Dept.: Mrs. Elizabeth D. Parsons, timebuyer.

BENTON & BOWLES INC.
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100

Radio Dept.: Walter Craig, vice president in charge of radio; William E. Schneider, business manager, radio; Paul Roberts, director of radio production; Oliver Barbour, Charles Fisher, Carl Eastman, Everett Gammonn, Don Wallace, Ralph Starr Butler Jr., Arthur Richards, William Mann, Lawrence White, Olga Druce, William States, program directors; George Kern, director of radio timebuying; Mary McKenna, Jean Lawler, Walter Bowe, Gordon Ensign, Elaine Sloat, Tom Carson, Marion Jones, Ann Janowicz, timebuyers.

Hollywood 28—6253 Hollywood Blvd. Tel.: Hillside 9151. Al Kaye, vice president in charge of West Coast operations; Murray Bolen, radio program production.

Cincinnati—Enquirer Bldg. Tel.: Garfield 1520. Georgia Waite, office manager.

Toronto—91 Yonge St. Tel.: Adelaide 8222. William H. Fleischman.

Radio Accounts: Assn. of American Railroads; Arnold Bakers Inc.; General Foods Corp.; Bituminous Coal Inst.; The Procter & Gamble Co.; The Best Foods Co.; The AVCO Mfg. Corp. (Crosley Div.); The Pepperell Mfg. Co., American Express; Norwich Pharmical Co.; Brewing Corp. of America; Cigar Institute of America; Nat'l Assn. of Mfrs.; Benson & Hedges.

BERMINGHAM, CASTLEMAN & PIERCE INC.
136 E. 38th St., New York 16
Tel.: Lexington 2-7550

Radio Dept.: Ted P. Wallower, timebuyer.

Radio Accounts: Griffin Mfg. Co. (N-S); Conti Products (S); Sabena Airlines (S); Pilgrim Laundry; Dif Corp.

TED BERNSTEIN ASSOCIATES
51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730

Radio Dept.: Sylvester J. Bernstein, radio director and timebuyer.

BOB BETTS ADVERTISING
1st Nat'l Bank Bldg., Denver 2
Tel.: Main 6782

Radio Dept.: R. J. Betts.

Radio Accounts: Frontier Refining Co.; Maplecrest Turkey Farms Inc.; Carlson-Frink Co.; Denver Dairy Council; Stone Hall Co.

BEN BEZOFF & CO.
220 Majestic Bldg., Denver 2
Tel.: Alpine 2300

Radio Dept.: Jack Hull, radio director and account executive; Ben Bezoff, timebuyer and account executive.

LEE S. BIESPIEL ADV.
605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190

Radio Dept.: Lee S. Biespiel, radio director and account director; A. C. Norton, account executive.

Radio Accounts: John O. Butler Co. (S); S. H. Arnolt (S); Burton Mfg. Co.; Reserve Ins. Co.

RALPH BING ADVERTISING
306 Frederick Bldg., Cleveland 15, Ohio
Tel.: Superior 2773-74

Radio Dept.: Ralph S. Bing, radio director.

Radio Accounts: Al Sirat Grotto Circus (S); Blaushild Motors; Northern Ohio Appliance.

BIOW CO. INC.
640 Fifth Ave., New York 19
Tel.: Plaza 9-1717

Radio Dept.: Robert Nickell, radio manager; Roy Winsor, radio director; Roland Gillett, co-director of radio; J. E. Kucera, head radio timebuyer.

Hollywood—1606 N. Argle. Tel.: Hempstead 2377, Edward Feldman, radio director.

San Francisco 3—703 Market St. Tel.: Garfield 4854.

BLACKSTONE ADVERTISING
221 W. 57th St., New York 19
Tel.: Circle 7-4915

Radio Dept.: Frank Kaus, media director.

BLAINE-THOMPSON CO.
234 W. 44th St., New York 18
Tel.: Longacre 4-0800

Radio Dept.: Albert L. Lesser, executive vice president, timebuyer.

Radio Accounts: Joe Lowe Corp. (N); Warner Bros. (S).

FRANK L. BLUMBERG AGENCY
800 Cathedral St., Baltimore 1
Tel.: Mulberry 6672

Radio Dept.: Horace J. Elias, radio director.

Radio Accounts: Kress Farm Dairy; Annapolis Dairy; Park Circle Motor Co.; Q-ade Bottling Co.; Herman's Apparel Shop.

FRED BOCK ADVERTISING CO.
1136 Second National Bank Bldg., Akron 8, Ohio
Tel.: Portage 4616, 5872

Radio Dept.: John Simpson, radio director; Fred Bock, Pearl Fairall, account executives.

Radio Accounts: Ohio Edison Co. (S); Acme Stores (S); Haven of Rest (S); Betsy Ross Coffee (S); Bissler Furniture (S); Dettlings Seeds (S); Carter-Jones Lumber; DPW Paint; M & B Fruit Juice; Souvenir Beer; Modernfold Doors; Cueni Construction; Ace Rubber Products.

BILL BONSIB ADVERTISING AGENCY
1717 E. Colfax Ave., Denver 6
Tel.: Florida 4418-19, 4410

Radio Dept.: Jay Tallant, Don Slack.

Radio Accounts: Howry-Berg Inc.; Chemical Corp. of Col.; Auto Equipment Co.; A. D. Jones & Co. (R-S); Silver State Laundry (R-S); McCollum-Law Corp., Chemical Corp. of Colorado (S).

W. EARL BOTHWELL INC.
600 Grant St., Pittsburgh 19
Tel.: Court 1-6565

Radio Dept.: Richard C. Bachman, vice president and manager.

New York 16—22 E. 40th St., Lexington. Tel.: 2-1522. Vincent Van Buren, radio director; Harry Torp, media director.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 0209. Thomas Dealy, manager.

BOTSFORD, CONSTANTINE & GARDNER
115 Southwest Fourth Ave., Portland 4, Ore.
Tel.: Atwater 9541

Seattle 4—333 Central Bldg. Tel.: Eliot 3523.

New York 1—Empire State Bldg. Tel.: Bryant 9-4845.

San Francisco 4—156 Montgomery St. Tel.: Exbrook 2-7565.

Radio Accounts: Columbia River Packers Assn.; E. H. Bendiksen; Olympia Brewing Co.; Western Hotels Inc.; New Washington Hotel; Von's Cafe; Lucky Stores; Sego Milk Products; Poultry Producers of Central Calif.; Mayfair Hotel; Golden & Barcroft; Paul A. Golden Co.; Scott Co.; Calif. Sports, Travel & Boat Shows Inc.; Crispie Potato Chip Co.

THE LEO BOULETTE AGENCY
303 North Main St., Three Rivers, Mich.
Tel.: 3-4155

Radio Dept.: Carol Boulette, president.

BOURNE ASSOC. INC.
60 E. 42nd St., New York 17
Tel.: Vanderbilt 6-1423

Radio Dept.: Victor Arden, radio director; Suzanne C. Lloyd, timebuyer.

STANLEY G. BOYNTON & SON
159 Pierce St., Birmingham, Mich.
Tel.: Jordan 4-5888

Radio Dept.: Stanley G. Boynton, president and timebuyer; Marjorie Smith, production manager and traffic manager.

New York 7—17 E. 42d St. Tel.: Murray Hill 2-0086.

Radio Accounts: Radio Bible Class; The Calvary Hour; America Back to God; National Tennis Matches.

BOZELL & JACOBS INC.
326 W. Madison St., Chicago
Tel.: Central 6-6503

Radio Dept.: Philip Rouda, vice president and radio director; Nancy Goodwin, assistant radio director; Eileen Killeen, timebuyer.

Omaha 2—510 Electric Bldg. Tel.: Jackson 8030.

Indianapolis 4—625 Second Ave., S. Tel.: Lincoln 6326.

Seattle 4—2123 Smith Tower. Tel.: Main 0145.

New York 19—31 W. 47th St. Tel.: Judson 6-5588.

Minneapolis—415 S. Sixth St. Tel.: Main 4527.

Shreveport, La.—324 Fairfield Bldg. Tel.: 6124.

Hollywood 28—6711 Sunset Blvd. Tel.: Hillside 2695.

Houston 2—703 United Gas Bldg. Tel.: Fairfax 4106.

Dallas 1—813 Thomas Bldg. Tel.: Randolph 5428.

Washington 4—702 Kass Bldg. Tel.: Sterling 2406.

Radio Accounts: Central Ill. Electric & Gas Co.; Northwestern Telephone Co.; Security Savings & Loan; Phoenix Table Mat Co. (S); Leaf Brands (N); Pollyanna Town & Country (S); Glo Lure Inc. (N); Hopalong Cassidy Savings Club; Pfaff Sewing Machine.

B-P-I ADVERTISING
350 Madison St., Detroit 26
Tel.: Woodward 5-0909

Radio Dept.: Lois M. Michels, president; J. Hall Smith, production manager.

ARTHUR BRAITSCH ADVERTISING
Hospital Trust Bldg., Providence 3
Tel.: Dexter 1-5313

Radio Dept.: Arthur Braitsch, director; John A. Lorimer, timebuyer.

Radio Accounts: R. I. Hospital; Baird-North Inc.; Roger Williams Savings; Weybosset Pure Food; Strand Theatre; Sally's Fur Studio; Rocky Point Park; Pike Drive-in Theatre; R. I. Ice Co.; I. C. E. Ice Co.; Merchants Cold Storage Co.; Toridheet Dealers; Palladium Ballroom.

MICHAEL BRAND ASSOC.
8820 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2991

Radio Dept.: Michael Brand, radio director.

THE J. CARSON BRANTLEY ADV. AGENCY
Owen Building, Salisbury, N. C.
Tel.: 900

Radio Dept.: J. Carson Brantley, president and radio director.

Radio Accounts: Duke Power Co. (S); Owen Drug Co.; Carolina Beverage Corp.; Isenhour Brick & Tile Co.

BREIG ASSOCIATES
Witherspoon Bldg., Philadelphia

Radio Dept.: Jean H. Breig

BRENNAN ADVERTISING AGENCY
1414 W. Clay, Houston 19
Tel.: Li 7581

Radio Account: Houston Bank & Trust Co.

BRUCE B. BREWER & CO.
900 Walnut St., Kansas City 6
Tel.: Harrison 4890

Radio Dept.: W. J. Woods, radio director; M. E. Klein, timebuyer; Bruce B. Brewer, Quentin Brewer, Kent Boyd, John Barton, R. I. Preis, account executives.

Minneapolis—Foshay Tower. Tel.: Atlantic 4307. Charles E. Strotz, manager.

BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600

Radio Dept.: Garrett Hollihan, radio timebuyer.

New York 1—350 5th Ave. Tel.: Bryant 9-5600. Darrell McCain, media director.

Hollywood 28—1680 North Vine St. Tel.: Granite 3051. A. McKie Donnan, vice president.

Radio Accounts: Hershel California Fruit; Pictsweet Food; California Dairy Advisory Board; Parsons Ammonia (S); Wheatena (S); Van Camp Sea Food (S); Richmond Chase; Old Homstead Bakery; Rainer Brewing Co.; No. Calif. Kaiser-Frazer.

BROADCAST ADVERTISING
3055 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 9-1339

Radio Dept.: Van C. Newkirk, president and general manager; John G. Fryer, assistant in charge of production; Alva Edwards, timebuyer.

Radio Accounts: Bible Institute (R-N); Haven of Rest (R-N); Church of the Open Door; Grace Church of Huntington Park; Youth for Christ; Radio Kid's Bible Club (N); World's Greatest Book Quiz; Baker Lake Evangelistic Foundation (R-N); Cumberland Male Quartet.

BROADCAST ADVERTISING INC.
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854

Radio Dept.: J. E. Murley, director and account executive; J. J. Manning, manager and timebuyer.

BROADCAST SERVICE INC.
4601 Gordon Ave., Madison, Wis.
Tel.: 4-5929

Radio Dept.: Richard S. Nickeson, manager; Virginia Green, timebuyer; Rosemary Davies, account executive.

Radio Accounts: Ace of Clubs; C. W. Anderes Co.; Badger Furniture; Badger Realty; Fiore Coal Co.; Schwartz Jewelers; Badger Office Supply; C & P Drive-in; Crescent Clothing; Hanny Bros. Milling; Refrigeration Equipment; Rentschler Floral; Culligan Soft Water.

BROOKE, SMITH, FRENCH & DORRANCE INC.
Burns at Jefferson, Detroit 14
Tel.: Valley 2-9700

Radio Dept.: Hugh Hole, radio director; Jay Berry, assistant; James Reason.

New York—52 Vanderbilt. Tel.: Murray Hill 6-1800.

Radio Accounts: Goebel Brewing Co. (R-N-S); Michigan State Apples (S).

BROOKS ADVERTISING AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558

Radio Dept.: A. R. Brooks, timebuyer; Mary McCauley.

D. P. BROTHER & CO. INC.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-8250

Radio Dept.: Carl Georgi Jr., vice president, timebuyer; William J. Davis.

BURTON BROWNE ADVERTISING
619 N. Michigan, Chicago 11
Tel.: Delaware 7-8300

FRANKLIN BRUCK ADV. CORP.
1270 Ave. of the Americas, New York 20
Tel.: Circle 7-7660

Radio Dept.: D. Davidow, director of radio production; Franklin Bruck, M. J. Kleinfeld, M. Heineman, H. Gold, account executives.

Hollywood 4—532 N. Cherokee. Tel.: Gladstone 4528. Howard Blake, manager.

Radio Accounts: Sitroux Inc.

BUCHANAN & CO. INC.
1501 Broadway, New York 18
Tel.: Bryant 9-7900

Chicago 11—333 N. Michigan Ave. Tel.: Andover 3-6611. Robert E. Potter.

San Francisco 4—155 Montgomery St. Tel.: Yukon 6-2927. Ray Randall.

Los Angeles 48—451 N. LaCienga Blvd. Tel.: Crestview 5-5231. Charles E. Coleman, vice president.

Radio Accounts: Paramount Pictures (S); United Artists Corp. (S); Reynolds Wrap (S).

BUCHANAN-THOMAS ADV. CO.
412 S. 19th St., Omaha 2
Tel.: Atlantic 2125

Radio Dept.: Adam Reinemund, radio director.

THE BUCHEN CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305

Radio Dept.: C. W. Fisher, radio director; Martin Fritz, timebuyer.

BUCKNER-CRAIG-WEBSTER ADVERTISING AGENCY
22 Park Place, Lubbock, Texas
Tel.: 2-2314

Radio Dept.: Rex Webster, radio director; Leon E. Harris, continuity director.

Odessa—211 Burks Bldg. Tel.: 2-2433. T. W. Womack, manager.

G. NORMAN BURK INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Grant 1-6316

Radio Dept.: G. Norman Burk, radio director and account executive; Edgar E. Eaton, account executive; Helen P. Grayson, timebuyer.

Radio Accounts: Allied Electric Supply; Friendship Federal Savings & Loan Assn.; Hutchinson Co.; Meadow Gold Dairies; Midtown Motors Inc.; National Coffee.

LEO BURNETT CO. INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5959

Radio Dept.: William L. Weddell, vice president in charge of broadcasting; Leonard S. Matthews, timebuyer.

New York 22—743 Fifth Ave. Tel.: Plaza 9-0860. W. J. McIlvain, broadcasting manager.

Los Angeles 5—3632 Wilshire Blvd. Tel.: Dunkirk 8-8131. Wendell Williams, broadcasting manager.

Radio Accounts: Bauer & Black (S); Brown Shoe Co. (N); Club Aluminum Co. (N); Dean Milk Co. (S); Kellogg Co. (N); Mars Inc. (N); Pillsbury Mills Inc. (N-S); Pure Oil Co. (N-S); Santa Fe Railway (S); Tea Council (S).

BYER & BOWMAN ADVERTISING AGENCY
203 E. Broad St., Columbus 15
Tel.: Main 3276

Radio Dept.: Joe M. Burghalter, radio director.

Radio Accounts: Ashland Oil & Refining Co. (N); Buckeye Potato Chips (S); Clean Wallpaper Cleaner.

C

HAROLD CABOT & CO. INC.
136 Federal St., Boston 10
Tel.: Hancock 6-7600

Radio Dept.: Janet Gilbert, radio director; Harold Cabot; Langley C. Keyes; Richard P. Holland; Edward F. Chase; John M. Lord; Peter Black; James Summers; Courtney A. Crandall; John W. Spellman Jr.; Joseph Wallace; Edward F. Glacy.

Radio Accounts: Boston Consolidated Gas Co.; Boston & Maine R. R.; Boston & Maine Trans. Co.; H. P. Hood & Sons; Rock of Ages Corp.; Adams & Swett; S. S. Pierce Co.

CAHN-MILLER INC.
510 St. Paul Place, Baltimore 2
Tel.: Saratoga 4466

Radio Dept.: Louis G. Pedlar Jr., radio director.

Radio Accounts: Eutaw Savings Bank; Fidelity Trust Co.; Hanline Bros.; Jarman Motors; The May Co.

CALDWELL, LARKIN & CO. INC.
1203 Merchants Bank Bldg.; Indianapolis 4
Tel.: Market 6501

Radio Dept.: V. James Story, Robert A. MacGill II and Arthur A. Eastman Jr., account executives.

Radio Accounts: Indiana Nat'l Bank; M. O'Connor; WIBC Indianapolis; American States.

CALKINS & HOLDEN, CARLOCK McCLINTON & SMITH
247 Park Ave., New York 17
Tel.: Plaza 5-6900

Radio Dept.: Lindsay MacHarris, radio production manager; Henry F. Hull, producer.

Chicago 1—333 No. Michigan Ave. Tel.: Randolph 6-3831. Philip M. White.

Los Angeles 36—712 S. Curson Ave. Tel.: York 5145. Harry W. Witt.

CAMPBELL-EWALD COMPANY INC.
1 E. 57th St., New York 22
Tel.: Murray Hill 8-3190

Radio Dept.: Lynn Dudley, vice president in charge.

Los Angeles 15—714 W. Olympic Blvd. Tel.: Richmond 6204. R. C. Francis, vice president and manager.

Detroit 2—General Motors Bldg. Tel.: Trinity 2-6200. J. J. Hartigan, vice president.

San Francisco 4—235 Montgomery St. Tel.: Sutter 1-8736. T. M. Johnston, vice president and manager.

Chicago 1—230 N. Michigan Ave. Tel.: Central 6-1946. Earl W. Clements, vice president and manager.

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

CAMPBELL-MITHUN INC.
1370 Northwestern Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824
Radio Dept.: Arthur H. Lund, radio director; John Cole, timebuyer; Doug Gabrielson, radio production.
Chicago—1024 Palmolive Bldg. Tel.: Delaware 7-7553. Arthur H. Lund, radio director; Minnie Kaplan, timebuyer; Bob Noel, radio production.
Radio Accounts: Atwood Coffee (S); Campbell Cereal (S); Champion Animal Food (S); Gold Seal (S); Griggs, Cooper (S); Theodore Hamm Brewing (N-S); Minnesota Consolidated; Hi-Lex (S); Land O'Lakes (S); Northern States Power; Our Own Hardware; Northwestern Bank; Peavy Co.; Rusell-Miller (S); American Dairy Assn. (N-S); R. M. Hollingshead Corp. (S); Larsen Co. (S); Miracloth Corp. (S).

THE CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 7-6016
Radio Dept.: W. E. Gibson, space buyer; D. J. Bowers, vice president.
New York 17—535 Fifth Ave. Tel.: Murray Hill 7-3577. S. R. Carlin, radio director; H. F. Meyer, vice president.
Omaha 2—1504 Dodge St. Tel.: Jackson 7795. L. M. Branch, vice president, J. D. Farris, account executive.
Los Angeles 5—301 S. Kingsley Dr. Tel.: Dunkirk 7-4255. R. R. Rullman, vice president.
Radio Accounts: C&NW Railway; Union Pacific Railroad; Dorman's Pants Mfg. Co.; Royal Dairy; Western Home Furniture; Zeeman's.

CARNEY ADVERTISING AGENCY INC.
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008
Radio Dept.; W. G. Carney.
Los Angeles—3757 Wilshire. Tel.: Fairfax 2301.

CARTER ADVERTISING AGENCY
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Harrison 1356
Radio Dept.: Fred Alexander, radio director.

CAYTON INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-1711
Radio Dept.: Allan Black, radio director; Allan Black, timebuyer; Leonora Thuna, assistant radio director; Wm. D'Arcy Cayton, account executive.
Radio Accounts: Miracle Adhesives Corp.; Virginia Metal Products Co.; Young America Films.

CECIL & PRESBREY INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-1234
Radio Dept.: Edward B. Simmons, radio director; David McAneny, asst. radio director; Harry Parnas, media director; Herbert Gruber, Charlotte Corbett, Hilda DeHart, timebuyers; J. P. Beresford, A. M. Foster, S. Dalsimer, D. Lyon, John McMillin, Edward Noakes, Robert Mayer, E. M. K. Murray, George Oswald, Kenneth Twyman, Charles Duffy, account executives.
Cincinnati—1814 Union Central Bldg. William Hecker.
Hollywood—6253 Hollywood Blvd. Riley Jackson.
Radio Accounts: Block Drug (S); Bymart Inc. (N-S); Electric Auto Lite (N); Nestle's Chocolate Co. (S); Oyster Shell Products Corp. (S); Philip Morris & Co. (N); Redtop Brewing Co. (S); Sylvania Electric Products Inc. (S); Union Dime Savings Bank (S); Whitehall Pharmacal Co. (S).

W. CRAIG CHAMBERS INC.
513 Second Ave., Pittsburgh 19
Tel.: Atlantic 1-4028
Radio Dept.: H. Jeff Forbes, radio director; W. Craig Chambers, president and account executive; James F. Blair, James F. Devine, account executives; E. Greger, timebuyer; Shirley Grey, traffic manager.
Radio Accounts: LaPremiata Macaroni: Electric Products; First Federal Savings & Loan Assn.; Fulton Theatre; Arthurs, Lestrange & Co. (investments); Desolvo Co. (drain cleaning compound); Marlane Bridal Shop; Potter McCune Co. (food distributors, wholesalers); Peters Packing Co.; G. C. Murphy Co.; Hawkinson Treads; North Side Packing Co.

CHARLES J. CHARNEY ASSOCIATES
1819 Broadway, New York 19
Tel.: Plaza 7-0955-6
Radio Dept.: Alvin George, radio director; Charles J. Charney, timebuyer; Melvin H. Levy, Seymour Chodorkoff, account executives.

JAMES THOMAS CHIRURG CO.
44 Park Square Bldg., Boston 16
Tel.: Hancock 6-7310
Radio Dept.: Edmund J. Shea, media director.
New York 17—48 E. 43rd St. Tel.: Murray Hill 7-5040.

C. P. CLARK INC.
James Robertson Hotel, Nashville 3, Tenn.
Tel.: 6-4179
Radio Dept.: C. P. Clark, radio director.

COE ADVERTISING AGENCY
609 S. Warren St., Syracuse, N. Y.
Tel.: 2-0147
Radio Dept.: Smith S. Binning, radio director; Susan Trent, assistant radio director.
Radio Accounts: Tedesco Distributors; E. M. O'Donnell Distributors; Broome Distributors; Grunder Mattress; Congress Beer; Jeans Potato Chips; Fairway Packing; Parker Upholstering; Star Vacuum; Buckley Petroleum; Men's Shop; Altman & Greene Jewelers; Pack Brannock; Vanderhoof Roofing; Typewriter Store; E. W. Edwards Dept. Store; Harry Brooks; Joe Charles Sport Shop.

ARNOLD COHAN CORP.
101 W. 55th St., New York 19
Tel.: Plaza 7-7730
Radio Dept.: Arnold Cohan, president of radio, treasurer, account executive; Jeff Selden, radio copy chief; Herbert Dougherty, art director; John Mulligan, production director.
Radio Accounts: Bruno-New York Inc. (RCA Victor, Bendix, Int'l Harvester Distr.); Sunset Appliance Stores; Bedford TV Inc.

HARRY B. COHEN ADVERTISING CO. INC.
1 East 57th Street, New York
Tel.: MUrray Hill 8-3030
Radio Dept.: Howard Nussbaum, radio director, Mary Dunlavey, radio timebuyer.
Radio Accounts: Grove Laboratories (N-S); Pearson Pharmacal Co. (S).

COHEN & MILLER ADVERTISING
519 Sixth St. N.W., Washington 1, D. C.
Tel.: Sterling 3333
Radio Dept.: Elizabeth Doyle, radio director; Mark Foster, Reuben Cohen, account executives; Alvin I. Miller, partner.
Radio Accounts: Bamby Bakers; Auth's Frankfurters; Southern Wholesalers (RCA Victor): Atlas Furniture; Phillip's Inc. (TV & Appliances).

RUSSELL C. COMER CO.
Land Bank Bldg., Kansas City 6, Mo.
Tel.: Harrison 3964
Radio Dept.: Jon Yost, radio director; Mrs. E. W. Golliher, media director.
Radio Accounts: International Shoe Co. Divisions.

COMMERCIAL BROADCASTERS
188 W. Randolph St., Chicago 1
Tel.: Dearborn 2-0203
Radio Dept.: Dave Edelson, M. F. Edelson, partners; Kay O'Heron, timebuyer.

COMPTON ADVERTISING INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-2800
Radio Dept.: Lewis H. Titterton, vice president; Marjorie Irwin, business manager; Henry Clochessy, chief timebuyer; Richard Hurley, Martin Hansen, Genevieve Schubert, Frances Velthuys, timebuyers.
Chicago 4—141 West Jackson Blvd. Tel.: Harrison 7-6935.
Cincinnati 2—711 Gwynne Bldg. Tel.: Parkway 6961.
Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 9-8107.
Milwaukee 3—744 N. Fourth St. Tel.: Marquette 8-2778.
Radio Accounts: Campbell Soup Co. (Pork & Beans, Tomato Juice) (N-S); M. K. Goetz Brewing Co. (S); Goodyear Tire & Rubber Co. (Neolite) (S); The Hubinger Co. (S); Personal Products Corp. (Yes Tissues) (S); The Procter & Gamble Co. (Crisco, Drene, Duz, Fluffo, Ivory Flakes, Ivory Soap) (N-S); Standard Brands Inc. (Chase & Sanborn, Instant Chase & Sanborn, Tender Leaf Tea, Instant Tender Leaf Tea) (S); Socony-Vacuum Oil Co. (S).

THOMAS F. CONROY INC.
1101 Majestic Bldg., San Antonio
Tel.: Garfield 3456
Radio Dept.: Bob Richards, radio director and timebuyer; James F. Davis, radio production; Thomas F. Conroy, Jack Keasler, Jack Schlichenmaier, Paul R. Ferwerda, account executives.
Radio Accounts: Lone Star Brewing Co.; Bohnet Baking Co.; Hoffman-Hayman Coffee Co.; Paul Anderson Co.; Apache Dist. Co.; Comal Cottons Inc.; Fomby's Clothing Co.; Household Furniture Co.; Mode-O-Day; Ormsby Chevrolet Co.; Pioneer Flour Mills; Russ & Co.; Security Finance Co.; Sommers Drug Stores; Studers Inc.; Zale Jewelry; Lee Optical; Perry Shankle Co.

CO-ORDINATED ADVERTISING CORP.
9 E. 38th St., New York 16
Radio Dept.: Lester Wolf, executive producer and president; Charlotte Armstrong, director of radio; Irving Herz, timebuyer.
Radio Accounts: Diamond K. Markets; Feed Town Markets; Sunrise Food Stores; Pioneer Food Stores; Grandview Dairy; Snappy Cheese.

COWAN & DENGLER INC.
527 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940
Radio Dept.: Thomas H. Moore Jr., radio director. Gene Trivell, timebuyer.

JOHN GILBERT CRAIG ADVERTISING INC.
913 Washington St., Wilmington, Del.
Tel.: 5-6185
Radio Dept.: K. A. Walsh, account executive, Jane B. Roggers.
Radio Accounts: Equitable Trust Co.; Diamond Ice & Coal Co.; Greenhill Dairies; Joseph Bancroft & Sons; Delaware Power & Light Co.; Delaware Coach Co.; Southern Pa. Bus Co.; Brosius & Smedley Co.

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Daly 8-3500
Radio Dept.: Roger W. LeGrand, radio director; Loretta Mahar, radio timebuyer; Kenneth Hegard, John Pritchard, account executives.
Radio Accounts: Hoberg Paper Mills; Ed Schuster & Co.; First Federal Savings & Loan; Patek Bros. Inc.; Fox. Wis. Amusement Corp.; Henri's Food Products Co.; Chevrolet Dealers; The Milwaukee Co.; Wisconsin Telephone Co.; Milwaukee Hay Tool Co.; Vincent-McCall Co.; Plankinton Packing Co.; Gehl Brothers Mfg. Co.

CREAMER & COMPANY
6381 Hollywood Blvd., Los Angeles
Tel.: Granite 4137
Radio Dept.: Dick Creamer; Edward Loveton, media director.

CROOK ADVERTISING AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: Riverside 1775
Radio Dept.: David Kittrell Jr., media director; Weldon L. Moore, Jr., radio director.

SAMUEL C. CROOT CO.
28 W. 44th St., New York 18
Tel.: Bryant 9-2588

CUMMINGS, BRAND & McPHERSON
409 Gas & Electric Bldg., Rockford, Ill.
Tel.: 2-0677
Radio Dept.: Earl M. Cummings, James R. McPherson.
Chicago—20 No. Wacker Dr. Tel.: Dearborn 2-5026. R. J. Christopher, Leonard Bridges.
Radio Accounts: The Arthur Beck Co.; The Bearley Co.; The Smith Oil & Refining Co.

CUNNINGHAM & WALSH INC.
40 E. 34th St., New York 16
Tel.: Murray Hill 3-4900
Radio Dept.: John R. Sheehan, manager of radio; Fred Cusick, chief timebuyer.
Hollywood 46—8420 Sunset Blvd. Tel.: Granite 6131.
Radio Accounts: Liggett & Myers Tobacco Co. (N-S); Kirkman & Son (S); Sunshine Biscuits (S); Northwest Airlines (S).
Colgate-Palmolive-Peet Co.; Super Suds (S); Narragansett Brewing Co. (S); Pan American Coffee Bureau (S); Soilax (N-S)

D

DANCER-FITZGERALD-SAMPLE INC.
347 Madison Ave., New York 17
Tel.: Oregon 9-0600
Radio Dept.: Lyndon O. Brown, director of research and media; J. James Neale, radio director; Adrian Samish, V.P., radio director.
Chicago 1, Ill.—221 North LaSalle St. Tel.: Financial 6-4700.
Radio Dept.: Sewall Gardner, Paul Keenan, V.P.; Elliot Detchon, account executive; James Neale, V.P., radio director; Lyndon O. Brown, V.P., media & research director; Frances Kennedy, copy chief.
Hollywood 28—1680 North Vine St. Tel.: Hudson 2-3256. Alvin Kabaker, vice president and manager.

DANCER-FITZGERALD-McDOUGAL INC.
San Francisco 4—114 Sansome St.
Tel.: Douglas 2-5107
Radio Dept.: Charles H. McDougall.
Toronto 1—6 King Street East. Tel.: Empire 3-2851. Gilbert Nunns, manager

LEONARD DAVIS ADVERTISING
107 Front St., Worcester 8, Mass.
Tel.: 7-3617
Radio Dept.: Leonard Davis, radio director; Grace Rourke, timebuyer.
Radio Accounts: Park and Greendale Theatres; Reck's Fur Shop; Lubin Clothing; W. T. Grant Co. (Worcester, Fitchburg, Leominster); R & R Plumbing Supply; Singer's Furniture; Grand View Market; World Pants Co.; Narcus Bros.; Eastern Oil Co.; Eastern Climate Control; Fortin's Market.

DAVIS & CO.
912 Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908
Radio Dept.: Robert J. Davis Sr., radio director; Marilyn Morisset, radio timebuyer.
Radio Accounts: Blue Bird Potato Chips; Anderson's Foods Inc.; Scudder Food Products; Wilson & Co.; Welchade Div.—White Rock Bottlers.

DEVEREUX & CO. INC.
266 Genessee St., Utica 2, N. Y.
Tel.: 4-1718
Radio Dept.: L. W. Devereux, president and account executive.
Radio Accounts: Utica Mutual Insurance Co.

DIENER & DORSKIND
147 W. 42nd St., New York 18
Tel.: Bryant 9-8300
Radio Dept.: Alvin Haas, radio director; William Mann, advertising director.

DOHERTY, CLIFFORD & SHENFIELD INC.
350 Fifth Ave., New York 1
Tel.: Bryant 9-0445
Radio Dept.: Chester MacCracken, V.P., radio director; Helen Wilbur, Eunice D. McGarry, radio timebuyers.

RALPH L. DOMBROWER CO. INC.
11 E. Franklin St., Richmond 19
Tel.: 3-111-3
Radio Dept.: T. Michaux Moody, radio director and talent buyer; Mary Stanley, radio timebuyer.
Radio Accounts: Etchison Hat Co. Inc.; Chesterfield Hat Corp.

DONAHUE & COE
RKO Bldg., New York 20
Tel.: Columbus 5-4252
Radio Dept.: A. Carl Rigrod, Robert Wahl, radio production; Evelyn Lee Jones, timebuyer.
Atlanta 3—Hurt Bldg., H. L. Morrill Jr.
Radio Accounts: Loew's Inc. (S); Scholl Mfg. Co. (S); New York Herald-Tribune (S); DeLaval Separator Co.; River Brand & Carolina Brand Rice Products (S); New York World-Telegram and the Sun (S); Scripto Pencil; Cosmopolitan Magazine (S).

XUM

W. B. DONER & COMPANY
Washington Blvd. Bldg., Detroit 26
Tel.: Woodward 5-7400

Radio Dept.: Cherie Lee, assistant director of radio; Howard Fisher, Robert King, Helen Anderson, Jack Colt.

Chicago 1—203 N. Wabash Ave. Tel.: Dearborn 2-4676. Marvin H. Frank, executive vice president.

Radio Accounts: Federal Dept. Stores; Speedway Petroleum; Big Bear Markets; Faygo Beverages; Famous Furniture; Michigan Wineries; Buckeye Beer; Hub Appliance; DeRoy Jewelers; Weil Furniture; Dixie Shops; American Savings; Lasky Furniture.

DOREMUS AND COMPANY
120 Broadway, New York 5
Tel.: Worth 4-0700

Radio Dept.: Edwin R. Rooney Jr.

Radio Accounts: Chemical Bank & Trust Co.; Goodbody & Co.; Kidder, Peabody & Co.; Troy Savings Bank; Union Trust Co.

Boston 9—53 State St. Tel.: Lafayette 3-0770. Charles W. Morse, Ruth L. Simonds, timebuyer.

Radio Accounts: Boston Federal Savings & Loan Assn.; Boston Five Cents Savings Bank; Estabrook & Co.; Waltham Federal Savings & Loan Assn.; Diamond Match Co.; Seiler's Inc.

Philadelphia 2—1518 Walnut St. Tel.: Pennypacker 5-4477. Philip R. Livingston, radio director.

Radio Accounts: Kidder, Peabody & Co.; Provident Trust Co. of Philadelphia; Wellington Fund; The Methodist Radio Society of the Phil. and N.J. Annual Conferences; Dayton & Gernon.

Chicago 4—208 S. LaSalle St. Tel.: Central 6-9132. Charles C. Greene, vice president.

Radio Accounts: St. Paul Federal Savings & Loan Assn.; Lawn Savings and Loan Assn.; American School.

San Francisco 8—425 Bush St. Tel.: Yukon 2-4080. Ronald Brindley, vice president; Joyce Louw, timebuyer.

Radio Accounts: Crocker First Nat'l Bank.

DORLAND ADVERTISING LTD.
247 Park Ave., New York 17
Tel.: Eldorado 5-2680

Radio Dept.: Harold Kaye, director of radio department; Al Goodman, radio copy chief; Alex Courtney, Bill Demarest, radio directors; Lucille Dreher, timebuyer.

JOHN C. DOWD INC.
212 Park Square Bldg., Boston 16
Tel.: Hubbard 2-8050

Radio Dept.: William Walsh, radio timebuyer; Theodore Pitman Jr., radio director; Helen Garabedian, assistant radio director; Edward Parent, Ernest Gross, Lawrence Duane, William Haughey, William Buckingham, Gerald Higgins, Norman McKenzie, David Lutkins, Edward Emery, account executives.

New York—501 Madison Ave. (Dowd, Redfield & Johnstone). Tel.: Murray Hill 8-1275. William Eynon, radio director; Betty Nasse, radio timebuyer.

Radio Accounts: Albany Carpet Cleaning Co.; Boston Edison Co.; Ce-Lect Baking Co.; Cott Beverage Corp.; Cott Bottling Co.; First National Stores; Formaid Co.; Glenwood Range Co.; Groveton Papers Co.; Martin L. Hall Co.; Harvard Brewing Co.; Megowen Educator Co.; Northeast Airlines; Snider Fuel Corp.; Workingmen's Coop. Bank.

DOWD, REDFIELD & JOHNSTONE INC.
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275

Radio Dept.: William H. Eynon, radio director; Betty Nasse, timebuyer; Marjorie Girecki, assistant timebuyer; Bennett Bates, vice president and copy director.

Boston—(John C. Dowd Co. Inc., see listing).

Radio Accounts: The American Protam Co. (S-N); Save By Mail (S-N); Dormin Inc. (S); Block Drug Co. (S); Continental Glassheat (S); Bell-ans (S).

DUNDES & FRANK INC.
64 West 48th St., New York 19
Tel.: Plaza 7-0750

Radio Dept.: Thomas A. Wright, vice president in charge of radio; Daisy Grosswirth, timebuyer.

Radio Accounts: Roux Labs Inc. (S).

ROY S. DURSTINE INC.
730 Fifth Ave., New York
Tel.: Circle 6-1400

Radio Dept.: Bergi Boe, manager of radio department and timebuyer; Hubert Wilke, radio director.

Los Angeles—3259 Wilshire Blvd. Tel.: Dunkirk 8-3411. William Sloan.

San Francisco—703 Market St. Tel.: Yukon 6-6239. Robert England.

Radio Accounts: The Serutan Co.; Sylvania Electric Prod. Co.; Van Houten & Zoon; American Cyanamid Co.

E

EASTBURN & SIEGEL
623 Spring St. N.W., Atlanta
Tel.: Vernon 4707

Radio Dept.: Allen Hoke, Nancy Kerr.

Radio Accounts: City Sewing Center; Butler's Shoes; State Vacuum Stores; Stein Supply; Vitrex.

ADAM F. EBY ADVERTISING
336 Andrews Bldg., Buffalo, N. Y.
Tel.: Madison 2922

Radio Dept.: Adam F. Eby, president; Madeline Feeney, account executive.

Radio Accounts: Jacobi Bros.; Chip Steaks; Culligan Soft Water; Stamford Park Race Track; Sports Show; Police Circus.

ELLINGTON & CO.
535 Fifth Ave., New York 17
Tel.: Murray Hill 7-4300

Radio Dept.: Hal James, vice president and radio director; Dan Kane, business manager and timebuyer; A. B. Crotty, executive producer; James Haupt, radio production; Chester Kulesza, manager, commercial production; Kay Woelfle, production assistant; Doris Nustgarten, new programs buyer.

Radio Account Cities Service Co. (N)

THE ELLIOTT AGENCY
178 Grand Ave., Oakland 12
Tel.: Twinoaks 3-1750

Radio Dept.: Wallace F. Elliott.

EMERY ADVERTISING CORP.
2 E. North Avenue, Baltimore 2
Tel.: Vernon 3731

Radio Dept.: R. I. Highleyman, radio director.

ROBERT J. ENDERS ADVERTISING
1415 K St., N.W., Washington 5
Tel.: Sterling 2222

Radio Dept.: Mary Griffin Jr., radio director; Dorothy Schick, timebuyer; William F. Fitzgerald, Robert L. Friend, Donald B. Crowl, Sylvia Devey, account executives.

Philadelphia—Packard Bldg. Tel.: Rittenhouse 6-5491. Al Fingerman, manager.

Hollywood—6611 Santa Monica Blvd. Tel.: Hillside 6118. John Swallow, manager.

New York—270 Park Ave. Tel.: Plaza 5-4952. Howard Enders, vice president.

Montreal—1176 Sherbrook St. Tel.: W. Plateau 418. Dave Kaplan, manager.

ALVIN EPSTEIN ADVERTISING
1407 G St., Washington, D. C.
Tel.: Sterling 8550

Radio Dept.: Toni Pearson, radio director, timebuyer; Alvin J. Raider, Ruth G. Graze, Jerry Horwitz, account executives.

ERWIN, WASEY & CO. INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8700

Radio Dept.: James C. Douglass, vice president in charge; Keith B. Shaffer, business manager; Ray Simms, timebuyer.

Los Angeles 36—5045 Wilshire Blvd. Tel.: Webster 1-1211. Robert L. Redd, vice president in charge.

Chicago 1—230 N. Michigan Ave. Tel.: Randolph 6-4952. L. R. Northrup.

Minneapolis 2—Rand Tower. Tel.: Atlantic 1233. Mac Martin.

Oklahoma City 2—1st Nat'l Bank Bldg. Tel.: 7-5429. Harold Halsell.

Toronto—1170 Bay St. Tel.: Randolph 5187. Ralph L. Lawson.

Montreal—1121 St. Catherine St. Tel.: Plateau 9146. Charles Sheppard.

Radio Accounts; Musterole (S) Pertussin (S) Admiral Radio Corp. (S)

BENJAMIN ESHLEMAN CO.
1522 Locust St., Philadelphia 2
Tel.: Kingsley 5-2590

Radio Dept.: Leon H. Greenhouse, vice-president, radio director, account executive; Joseph R. Rollins Jr., media director.

WILLIAM ESTY CO. INC.
100 E. 42d St., New York 17
Tel.: Murray Hill 5-1900

Radio Dept.: Charles R. White, Helen Phillips, Richard C. Grahl (timebuyer).

Radio Accounts: R. J. Reynolds Tobacco Co. (N-S); Colgate-Palmolive-Peet Co. (N-S); Coca Cola Bottling Co. (S); National Carbon Co. (S).

EVANS & ASSOCIATES
Dan Waggoner Bldg., Forth Worth 2
Tel.: Edison 9521

THE EVERLING ASSOCIATES
1015 Chestnut St., Philadelphia 7
Tel.: Market 7-2617

Radio Dept.: Alice L. Mooney.

EXPORT ADVERTISING AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3875

F

FACTOR-BREYER INC.
1709 W. 8th St., Los Angeles 17
Tel.: Dunkirk 8-8111

Radio Dept.: Farlan Myers, radio director; Ted H. Factor, Donald A. Breyer, account executives; J. Marian Janeway, timebuyer.

Radio Accounts: Farmers Insurance; Mission Pak (S); United Mortgage Co.; Lime Cola (S); Studio Girl of Calif.; J. N. Ceazan Co.; Sportsmen's Show; Clyde Beatty Circus (S); Sav-On Drugs.

THE FADELL COMPANY
525 Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3416

Radio Dept.: Michael J. Fadell, John J. Polian, account executives; Doris B. Anderson, radio director and timebuyer.

Radio Accounts: Twin City Rapid Transit Co. (N-S); Midwest Oil Co. (N-S); The Country House (N); Dutro's Restaurant (S); Group Health Mutual (S).

FEDERAL ADV. AGENCY
385 Madison Ave., New York 17
Tel.: Murray Hill 8-4200

Radio Dept.: Frank C. Barton Jr., vice president in charge of radio; Eleanor L. Larsen, assistant to Mr. Barton; Penelope Simmons, timebuyer; Jacqueline Ruta, assistant to timebuyer; Jules B. Singer, vice president; Kenneth Plumb, vice president; A. L. Plant, V. S. Lindsley Jr., George Benedict, Tristram Dunn, all account executives; Charles P. Graves, copy.

Radio Accounts: Doeskin Products (S); Gerber Products Co. (S); Pan American Coffee Bureau (N); American Safety Razor Corp. (S).

HARRY FEIGENBAUM ADV. AGENCY
2011 Walnut St., Philadelphia 3
Tel.: Locust 4-1536

Radio Dept.: Franklin Roberts, radio director; David Werman, timebuyer.

Radio Accounts: Arrow Store; Hardwick & Magee; Federal Savings & Loan Assn.; Liberty Bell Cards; B. S. Pincus.

COURTLAND D. FERGUSON INC.
315 Nat'l Press Bldg., Washington 4
Tel.: National 7713

Radio Dept.: Jill Medby, radio director.

New York—45 Rockefeller Plaza. Tel.: Plaza 7-2411. John P. Waddell, manager.

Baltimore—525 N. Charles St. Tel.: Vernon 7211. Phil Jackson, manager.

Richmond—Life Insurance Co. of Virginia Bldg. Tel.: 7-0788. H. P. Martin, manager.

Radio Accounts: Lincoln Warehouse Corp. (S); King Kone (S); The Mann Co. (S); Schindler's Peanut Prod. (S); Briggs & Co. (S); High's Ice Cream; P. D. Gwaltney & Sons; Lindsey Robinson Co.; Solarine Co.

LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 9-7100

Radio Dept.: Joseph Mintzer, radio director and timebuyer.

(Continued on page 354)

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M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2
Tel.: Central 6-1610

Radio Dept.: Jack L. Fisher Sr., owner; Jack L. (Bud) Fisher Jr., co-owner, account executive. Helene Heinz, timebuyer.

Radio Accounts: Bass Bros. Furniture; Bell Savings & Loan Assn.: Central Democratic Committee of Cook Cty.; Tam O'Shanter Country Club (golf) (N); United Artists Corp.; Universal-International Picture Corp.; National Foundation for Infantile Paralysis.

FITZGERALD ADV. AGENCY
Lee Circle Bldg., New Orleans
Tel.: Tulane 3131

Radio Dept.: Aubrey Williams, radio director; J. L. Killeen Jr., timebuyer.

Radio Accounts: Blue Plate Foods; Jackson Brewing Co. (S); La. State Rice Milling Co. (S); Wesson Oil & Snowdrift Sales Co. (N-S); Pan-Am Southern Corp. (S); H. G. Hill Stores.

FLACK ADVERTISING AGENCY INC.
1110 Hills Bldg., Syracuse 2
Tel.: 2-3129

Radio Dept.: Grover H. Hubbell, William P. Conklin, Arnold T. Bowden, account executives; Dr. Kenneth G. Bartlett, radio consultant.

RICHARD A. FOLEY ADV.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560

Radio Dept.: Frank Knight, radio director; David A. Smith, radio timebuyer; Charles H. Eyles, Lee E. Hood, A. Edward Morgan, Earle Steiert, Russell Gray Jr., account executives.

Radio Accounts: Baltimore & Ohio R. R.; Abbotts Milk, Ice Cream; Delaware Park Racing Assn.; Beneficial Saving Fund; Jane Logan Ice Cream; Harford County Racing Assn.

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Murray Hill 8-5000

Radio Dept.: Roger Pryor, vice president in charge of radio; Thomas McDonnell, director of radio production; Joseph S. Spiegel, director of media; Lillian Selb, radio business manager; George Wolf, manager of radio programs.

Chicago 11—155 E. Superior St. Tel.: Superior 7-4800. R. J. Cunningham, manager of broadcast operations. Harold H. Webber, vice president chg. media & research; H. R. Van Gunten, media director; Harry Dieter, radio business manager; Robert Hussey, manager, media dept.; Genevieve Lemper, radio timebuyer; Richard L. Davis, radio production manager.

Los Angeles 17—601 W. 5th St. Tel.: Michigan 2-7651. George Weaver, media director; Claire Koren, radio timebuyer.

San Francisco 4—235 Montgomery St. Tel.: Sutter 1-2355. L. A. Jones, media director; Helen Stenson, radio timebuyer.

Hollywood 28—6233 Hollywood Blvd. Tel.: Hollywood 9-6265. Edmund L. Cashman, vice president in charge; C. Burt Oliver, vice president and general manager.

Houston 2—Esperson Bldg. Tel.: Atwood 8561. Stephen Wilhelm, vice president and general manager; Carl Brown, Grace Spanihel, timebuyers.

Portland 4, Ore.—Pacific Bldg. Tel.: Atwater 8181. Leith F. Abbott.

London—27 Hill St. W 1. Tel.: Mayfair 9181. Brian MacCabe, mng. dir.

Radio Accounts: General Foods Corp.; New York Central System; RKO; Dulany Frozen Foods; Toni Home Permanent, and others.

FORT AND COMPANY
416 Providence Rd., Charlotte 1, N. C.
Tel.: 4-7122

Radio Dept.: John L. Fort, radio director; Mark I. Moffett, account executive.

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: Dearborn 2-5745

Radio Dept.: Lew Sanders, radio director; Ben Rubin, J. B. Frankel (president), account executive.

ALBERT FRANK-GUENTHER LAW INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060

Radio Dept.: Robert W. Day, radio director.

Boston—10 Post Office Square. Tel.: Hancock 6-5900

Chicago—1 LaSalle St. Tel.: Dearborn 2-6424.

Philadelphia—Packard Bldg. Tel.: Rittenhouse 6-3915.

San Francisco 8—246 Bush St. Tel.: Yukon 6-4641.

Washington—1510 19th St. N.W. Tel.: Columbia 8459.

THE FREDERICK-CLINTON CO. INC.
545 5th Ave., New York 17
Tel.: Murray Hill 2-7433

Radio Dept.: Sydney Rubin, vice president and radio director; Harold S. Reiff, Robert S. Buckbinder, account executives.

Radio Accounts: Reporter Magazine; Gilbert Manufacturing Co; Adler Shoes; RAD Cleaner; HALPERN Neckwear.

CURT FREIBERGER & CO.
1439 Court Place, Denver 2
Tel.: Alpine 2048

Radio Dept.: Curt Freiberger, radio director and timebuyer; Kent Thomas, Eugene B. Thomas, account executives.

Radio Accounts: Central Bank & Trust Co.; American Beauty Macaroni Co.; Tivoli Brewing Co.; Associated Grocers of Col.; Brown Palace Hotel; Denver Union Bus Depot; Sears Roebuck & Co.; Securities Credit Corp.; Sheridan Brewing Co.; Toner's Inc.; U. of Denver.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037

Radio Dept.: A. Maeschler Jr., account executive.

Radio Accounts: GE Appliances Inc.; St. Louis Federal; Vess Beverages; Christian Peper; R. E. Funsten Co.; V. Viviano; Meletio Sea Food Co.; H P Coffee Co.; Dixie Mills Co.; Schlesinger-Tarrant.

FRENCH & PRESTON INC.
1 E. 43 St., New York 17
Tel.: Murray Hill 7-8550

Radio Dept.: C. R. Tanton, radio director; Marcelle Ross, radio timebuyer; Marjorie Dorrance, women's division; Ted Price, copy chief; Charles L. Hutchings, creative copy.

AD FRIED ADV. AGENCY
(see "A" listing)

HARRY M. FROST CO. INC.
260 Fremont St., Boston 16
Tel.: Liberty 2-0813

Radio Dept.: Harvey P. Newcomb, radio director, timebuyer.

FULLER & SMITH & ROSS
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600

Radio Dept.: Gilbert C. Morris, Ralph W. Nicholson, vice presidents.

Cleveland 15—1501 Euclid Ave. Tel.: Cherry 1-6700. W. J. Staab, manager of media dept.; R. F. Reynolds, radio director.

Chicago 3—105 W. Adams St. Tel.: Andover 3-5041. L. J. Boyce, media director.

Radio Accounts: Railway Express; Hercules Powder; Bryant Heater Div. —Affiliated Gas Equipment Inc.; Aluminum Co. of America; Burkhardt Brewing Co.; Central National Bank; Harry Ferguson Inc.; Keystone Steel & Wire; Pennzoil Co.

G

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1
Tel.: Central 3201

Radio Dept.: William D. Fisher, director; Al Chance, production manager; May Kohler, production supervisor; Jay Kacin, coordinator; Champ Humphrey, vice president, media research; John Naylor, Grace McMullan, Earl Hotze, timebuyers.

New York 20—9 Rockefeller Plaza. Tel.: Columbus 5-2000. Roland Martini, vice president in charge.

Radio Accounts: Barton Mfg. Co. (S); First Nat'l Bank (S); The Grove Labs. (N-S); Lion Oil Co. (N); Monsanto Chemical Co. (S); Nebraska Consolidated Mills (R-N-S); Old Judge Coffee (S); Pet Milk (N-S); Purina Mills (R-N-S); Ralston Purina Co. (N-S); St. Louis *Post-Dispatch; Union Biscuit Co.* (S); Union Electric Co. of Missouri (S).

SIDNEY GARFIELD & ASSOC.
45 Second St., San Francisco 5
Tel.: Exbrook 2-3420

Radio Accounts: Chemicals Inc. (N-S); Kay Jewelers (S); El Dorado Oil Works (S); No Doz Awakeners.

NEWSOM W. GAY ADVERTISING
Gulf States Bldg., Dallas
Tel.: Prospect 7300

GEARE-MARSTON INC.
21 S. 12th St., Philadelphia 7
Tel.: Locust 4-0530

Radio Dept.: Edward B. Harvey, radio director.

New York 17—Graybar Bldg., 420 Lexington Ave. Tel.: Lexington 2-0880. Charles S. O'Donnell, vice president.

GEMMER ASSOCIATES INC.
208 Strauss Bldg., Fort Wayne 2
Tel.: Anthony 1157

Radio Dept.: Duane A. Zimmerman, radio director.

Radio Accounts: City of Fort Wayne; Coal Heating Service of Allen County; Bluffton Grocery Co.; Eskay Dairy Co.; Harges-Mills Candy Shops; Packard Fort Wayne Inc.; Sinclair Dealers; Wayne Candies, other accounts.

GEYER, NEWELL & GANGER INC.
745 5th Ave., New York 22
Tel.: Plaza 5-5400

Radio Dept.: A. C. De Pierro, vice president and media director.

Detroit 32—14250 Plymouth Rd. Tel.: Webster 3-5520. J. L. McQuigg, vice president in charge.

Dayton 2—931 Third National Bank Bldg. Tel.: Fulton 4145. E. G. Frost, vice president and manager.

GIBBONS ADVERTISING AGENCY
802 Daniel Bldg., Tulsa 3
Tel.: 4-2444

Radio Dept.: J. Burr Gibbons, president; John B. Gibbons, R. W. Peterson, vice presidents; Mercedes Freiday, radio director.

Radio Accounts: Nat'l Bank of Tulsa; Stanleys Funeral Service; State Federal Savings & Loan Assn.; Thurston Chemical Co.; Hale-Halsell Co.; Wortz Biscuit Co.; Tom P. McDermott Inc.; Jenkins Music Co.; Sand Springs Home Farms; John Brown U.; Liberty Glass Co.; Pedrick Labs Inc.; H. M. McDaniel Co.; Short Stop Hamburger Stands; Southwestern Ornamental Iron Works; Whitener's Dept. Store; Payson Candies Co.; Hope Lumber & Supply Co.; Whitaker Manah; Comet Moving & Storage Co.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City
Tel.: 4-5516

Radio Dept.: Heber G. Wolsey, assistant radio director; Enid N. Ogaard, timebuyer.

Radio Accounts: Cloverleaf Dairy (S-RN); Colville Ice Cream Co.; Fisher Brewing Co.; Fram Distributors (RN-S); Freed Motor; General Electric Supply (R-N); Ogden First Federal Savings; Mountain Fuel Supply Co.; Petty Motor; Porter Macaroni Co.; Purity Biscuit Co.; Royal Baking Co. (S-RN); SLC Chamber of Commerce; Salt Lake Hardware Co.; Sego Milk Products (S-RN); Streator Chevrolet Co.; Sweet Candy Co.; Union Pacific Railroad; Utah Finance; Utah Oil Refining Co.; Utah Power & Light; Walker Bank & Trust Co.

BERT S. GITTINS ADV.
739 N. Broadway, Milwaukee 2
Tel.: Daly 8-5948

Radio Dept.: Gerlad L. Seaman, Verne Laustsen, radio executives; Robert J. Rice, account executive; Esther Block, media director

Radio Accounts: Allis-Chalmers Mfrg. Co. (N); Group 8-Wis. Bankers Assn.; The Page Milk Co.; Wm. F. Renk & Sons.

GLASSER-GAILEY INC.
301 S. Harvard Blvd., Los Angeles 5
Tel.: Dunkirk 4-2141

Radio Dept.: I. L. Stiteman, account executive.

San Francisco 4—79 Post St. Tel.: Exbrook 2-6468.

Radio Accounts: Ralph's Grocery Co. (S); Santa Clara Packing Co. (S); Microtone (S); Beckman Furs.

WM. GLAZER ADV. AGENCY
707 United Office Bldg., Cleveland 13
Tel.: Main 1-8896

Radio Dept.: William Glazer, owner, radio director; W. J. Gabriel Jr., assistant.

Radio Accounts: Foodtown Super Markets; Sar-A-Lee Salad Dressing; Mary Lee Candies.

GLENN ADVERTISING INC.
2209 Continental Life Bldg., Fort Worth 2
Tel.: Fannin 4476

Radio Dept.: Ray K. Glenn, president; John H. Stewart, executive vice president; Arnold C. Shaw, vice president; Ward Wilcox, account executive; John R. McCarty, vice president.

Dallas 1—1915 Elm St. Tel.: Riverside 6686. Mr. Wilcox.

Los Angeles 43—5429 Crenshaw Blvd. Tel.: Axminster 2-3063. Mr. McCarty.

Radio Accounts: Bewley Mills; Comette Hosiery; The Frito Co.; Globe Labs.; Waples Platter Co.; Texas Dry Concrete; Fort Worth Nat'l Bank; Great Western Food Co.; Citizens Nat'l Bank; Champion Chili; Brockless Food Co.; Fort Worth Sand & Gravel; Conro Mfg. Co.

GLEW ADVERTISING AGENCY
211 N. Lafayette Ave., Grand Rapids 3, Mich.
Tel.: 9-4052

Radio Dept.: Francis K. Glew, owner.

GODOY & CROSS ADV. AGENCY
Prado 51, Havana, Cuba
Tel.: A-1941

Radio Dept.: Enrique Marrero, radio director; Sarah Cross, assistant to radio director; Jose A. Terry, Waldo de John, producers.

Radio Accounts: RCA Victor (N-S); Humara y Lastra (N-S); Nestle & Libby (N-S); Cia. Pepsi-Cola (S); Standard Brands (S); Ford-Mercury-Lincoln (S); E. R. Squibb & Sons (S); Cigarros Royal (N-S); Murine (S); Ceregee (S); Cia. Mennen de Cuba (S); Warner Hudnut (N); Humara y Cia (S); Cia Cubana de Aviacion (N-S); Pan American World Airways (S); Selecciones del Readers Digest (N-S); Cia. Godoy Sayan (N-S); Kellogg's (S).

GOODKIND, JOICE & MORGAN
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6746

Radio Dept.: Florence Neighbors, radio director; Alden Joice, assistant director; H. P. Roberts, George P. Frank, Henry Nathan, account executives.

KENT GOODMAN ADV.
1350 N. Highland, Hollywood 28
Tel.: 9-7992

Radio Dept.: Kent Goodman, radio director; Bob Howard, Mel Curtis, account executives.

Radio Accounts: Allan Fur Co.; Consolidated Furniture; Jerat Co. (silverware); Sparton Television (N).

THE PHIL GORDON AGENCY
23 E. Jackson Blvd., Chicago
Tel.: Harrison 7-2103

Radio Dept.: W. Feuer, radio director.

GOTHAM ADVERTISING CO.
2 W. 46th St., New York 19
Tel.: Luxemburg 2-2880

Radio Dept.: Arthur A. Kron, radio director; Kathleen K. Barton, spot radio buyer; Sally Allen, network radio & spot for Lutheran Laymen's League.

Mexico City Bolivar 8—Tel.: Despacho 607, Edwin J. Ryan.

Radio Accounts: Lutheran Laymen's League; La Regione Siciliana.

GRANT ADVERTISING INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6500

Radio Dept.: Harry Holcombe, radio director; Jane Baker, assistant radio director; George McGivern, media director; Fred Norman, assistant radio media director; W. R. Watson, Howard Jones, account executives.

Hollywood 28—6404 Hollywood Blvd. Tel.: Hollywood 9-5371. Patrick O'-Rourke.

New York 21—655 Madison Ave. Tel.: Templeton 8-9393. Robert Cole.

Dallas 1—1313 Gulf States Bldg. Tel.: Riverside 8121. S. W. Hepworth, vice president in charge; Francys Simmons, radio director.

Detroit 26—Guardian Bldg. Tel.: Woodward 3-9400. Edward P. Grace, vice president in charge.

Miami 32—Langford Bldg. Tel.: Miami 3-0773. John A. Dey, vice president in charge.

Washington 6, D. C.—1741 DeSales St., N. W. Tel.: Sterling 1467. Edwin F. Lewis, vice president and manager.

Weslaco, Tex.—113 W. 4th St. Tel.: Prospect 7-8121. S. W. Hepworth.

Toronto—103 Church St. Tel.: Adelaide 3396. Olive Jennings, radio director.

Radio Accounts: Cudahy Packing Co. (N-S); Folger Coffee Co. (S); Burlington-American Buslines (S); Sillern's Drugs (S); Southland Life Ins. Co. (S); Fuchs Baking Co. (S); Florists Telegraph Delivery Assn.; Excell Labs (S).

WILL GRANT ADVERTISING AGENCY
315 W. 9th St., Los Angeles 15
Tel.: Trinity 1384

GRAY & ROGERS
12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-3636

Radio Dept.: Edmund H. Rogers, partner, head of radio department; Walter M. Erickson, radio director; John C. Hirst, assistant radio director.

Radio Accounts: Bell Telephone of Pa.; Diamond State Telephone Co.; Chevrolet Dealers Assn. of Phil.; Associated Hospital Service of Phil.; M. A. Hanna Co.; Keystone Automobile Club; Phil. Saving Fund Society; Thomas A. Edison Inc.; Capital Bakers Inc.; Spring Garden Institute; Sunshine Brewing Co.; Harleysville Mutual Casualty Co.; Phil. Zone Planning Assn. Inc.; Wilkening Mfg. Co.

GREGORY & HOUSE INC.
Perry House, Cleveland
Tel.: Main 1-7822

Radio Dept.: Bromley House, vice president, radio director; Roger L. Albright, assistant radio director and account executive; Bill Nash, vice president and account executive; Marian Reeves, timebuyer.

Radio Accounts: Grocery chain; appliance distributor, meat packer, real estate broker, bakery and insurance company.

GREY ADVERTISING AGENCY
166 W. 32d St., New York 1
Tel.: Chickering 4-3900

Radio Dept.: William A. Chalmers, vice president, director of radio; Barbara Jones, radio supervisor; Gerald Ford, radio production manager; George Feld, production assistant; Philip Leshem, timebuyer.

Radio Accounts: Ronson Art Metal Works (N); Kirsch Beverages (S); Admiracion Shampoo (S); Hollanderizing Inc. (N).

GRIFFITH-McCARTHY INC.
602 Times Bldg., St. Petersburg 1
Tel.: 7-4311

Radio Dept.: R. F. Bullard, R. E. McCarthy, radio directors and timebuyers.

Tampa, Fla.—206 S. Franklin. Tel.: 2-9644. R. E. McCarthy.

Radio Accounts: Borden's Dairy Products (RS); Gulf Winds Villas & Apartments; Southern Brewing Co.; Naples Beach Hotel (RS); St. Petersburg Chamber of Commerce (RS).

JULIAN GROSS ADV. AGENCY INC.
11 Asylum St., Hartford 3
Tel.: 7-7179

Radio Dept.: Libby Dunn, timebuyer.

GRUBB & PETERSEN ADVERTISING
111 N. Market St., Champaign, Ill.
Tel.: 6-3766

Radio Dept.: Frank L. Strand, radio director.

GUENTHER, BROWN & BERNE INC.
1418 Enquirer Bldg., Cincinnati 2
Tel.: Garfield 4244

Radio Dept.: Wilfred Guenther, president; David A. Brown, vice president, radio director; Wilson Lang, Jack Bunker, account executives.

Dayton, Ohio—302 L. T. Cooper Bldg. Tel.: Hemlock 9781. W. James Bridges, vice president; Jerry Friedman.

Radio Accounts: Graybar Electric; Goodyear Service Stores; Leo's Auto Accessories; DeSoto-Plymouth Dealers; Electro-Hygiene; Bargain Barn; High Rock-Sun Spot Bev.; Johnson Electric Supply Co.; Moore's Men's Shop; Sucher Packing Co.; Mariemont Laundry & Dry Cleaning Co.; Albers Super Markets.

GUILD, BASCOM & BONFIGLI INC.
130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040

Radio Dept.: Rod Macdonald, media director; Walter Guild, president and account executive; Merritt E. Willey, Richard E. St. John, account executives.

Radio Accounts: Rosefield Packing Co.; Good Foods; Roman Meal Co.; Gravem-Inglis Baking Co.; Wine Growers Guild; Golden State Co.

LAWRENCE C. GUMBINNER ADV. AGENCY
655 Madison Ave., New York 17
Tel.: Templeton 8-1717

Radio Dept.: Paul Gumbinner, radio director.

H

WM. J. HACKENBERG ADVERTISING
206 Main St., Wheeling, W. Va.

Radio Dept.: Wm. J. Hackenberg.

Radio Accounts: Cooey-Bentz Furniture Co.; Matz Brewing Co.

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Tel.: 2-0492

Radio Dept.: John L. Halpin, timebuyer.

Radio Accounts: Mynderse Beverage Co.; Saveway Stores; IUE-CIO.

THE HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: 7-0183

Radio Dept.: M. H. Hammer, Edward Hoffman.

New York—1819 Broadway. Tel.: Plaza 7-0955. Mel Levy, vice president.

Radio Accounts: Berkline Corp. (N); Country Club Soda Co.; Pantasote Co.; Comfi-Coil Corp.

HANLY, HICKS & MONTGOMERY INC.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000

Radio Dept.: H. E. Lehman.

Chicago 6—400 W. Madison St. (Wallace-Ferry-Hanly Co.) Tel.: Franklin 2-6440. J. T. Ainley.

HARRINGTON-RICHARDS
(see Fletcher D. Richards)
256 Sutter St., San Francisco 8
Tel.: Exbrook 2-6025

Radio Dept.: Virginia Miller, radio director, timebuyer; A. E. Smith, Henry W. Peterson, account executives.

Los Angeles—5816 Wilshire Blvd. Tel.: Webster 3-5577

Radio Accounts: Avoset Co.; Morris Plan Co. of Calif.; Western Pacific Railroad.

R. T. HARRIS ADVERTISING AGENCY INC.
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815

Radio Dept.: Keith Montague, R. T. Harris.

Radio Accounts: Morning Milk Co.; Prudential Federal Savings & Loan Assn.; Columbine Milk; Weber-Central Dairy; Hotel Utah; Clover Club Foods; Wyoming Dairy Products; Hotel Temple Square.

HART-CONWAY CO. INC.
45 Exchange St., Rochester 14, N. Y.
Tel.: Locust 3520

Radio Dept.: H. Lyman Hart, Harold E. Kennedy, John P. Street, Joseph P. Brown, E. Ward Phillips, John M. Nixon, account executives.

Radio Accounts: Blue Boy Dairy; Blue Bus Lines; F. Cappellino & Sons; Columbia Banking, Saving & Loan Assn.; Crescent-Puritan Laundry; Genesee Valley Trust Co.; Genesee-Monroe Racing Assn.; Haxton Foods Inc.; Levis Music Stores; McFarlin Clothing Co.; Qualtop Beverages Inc.; Reddi-Wip; Roseland Park; Security Trust Co.; Siebert & Sons; Sears, Roebuck & Co.; Standard Brewing Co.; Valley View Creameries; Whiting-Buick Inc.; Hallman Central Chevrolet.

(Continued on page 356)

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-0055

Radio Dept.: Thomas Kivlan, radio director; Fred Herendeen, J. T. Holloway, David Coey, account executives.

Radio Accounts: Chicago Show Printing Co.; Hartz Mountain Products; Nash-Underwood Inc.; Nelson Bros.; P. A. Starck Piano Co.; Vermont Marble Co.; Lanahan Co.; United Biscuit Co. (Lakeside, Manchester and Sawyer Divisions).

HARVEY-MASSENGALE CO. INC.
Walton Bldg., Atlanta 3, Ga.
Tel.: Walnut 9117

Durham, N. C.—Snow Bldg. Tel.: J-8451. C. Knox Massey, radio director; John Moorhead, timebuyer.

HEINTZ & CO. INC.
323 W. Sixth St., Los Angeles 13
Tel.: Michigan 6061

Radio Dept.: June Morgan, radio director, timebuyer; Robert P. Heintz, Carl M. Heintz Jr., account executives.

Radio Accounts: Knudsen Creamery Co.; Dempsey-Tegeler & Co.; Standard Federal Savings and Loan Assn.

PAUL LYNN HELLER ADV. INC.
Atlantic Bldg., 930 F St., N. W., Washington 4
Tel.: National 7638

Radio Dept.: Paul Lynn Heller, M. Justin Baum.

Radio Accounts: Hollywood Clothing Co.; Bond Vacuum Stores Inc.; Eagle Wine & Liquor Store; Jerome W. Witt; Circle Florists; Roma Cafe; Amco Products; Allied Finance Co.; Mt. Vernon Cycle & Sport Shops; Lincoln Cafe; Metropolitan Haberdashers; Globe Liquor; Shaffer Fur Co., and others.

HENDERSON ADVERTISING AGENCY
9 W. McBee Ave., Greenville, S. C.
Tel.: 3-8381

Radio Dept.: James M. Henderson, owner; Harold K. McIntyre, account executive, Betty McCowan, timebuyer.

Radio Accounts: Texize Chemicals; Greenwood Packing Plant; Shivar Ginger Ale; Southern Gold Margarine; Edisto Dairies.

HENRI, HURST & McDONALD INC.
121 W. Wacker Drive, Chicago 1
Tel.: Franklin 2-9180

Radio Dept.: J. S. Keck, radio director; L. R. Hall, timebuyer.

Radio Accounts: Fred W. Amend Co.; Belmont Radio Corp.; Coopers Inc.; International Shoe Co.; Kroehler Mfg. Co.; Lennox Furnace Co.; Milnot Co.; Perfect Circle Corp.; Perma Starch Inc.; Pillsbury-Ballard (div. of Pillsbury Mills Inc.); Skelly Oil Co.; A. O. Smith Corp.; Thor Corp.; Chicago, Rock Island & Pacific Railway Co.

AL HERR ADV. AGENCY
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040

Radio Dept.: Pat Kocian, radio director; John Rock, timebuyer; Al Herr, account executive.

Radio Accounts: Pate Oil Co.; King Braeger Chevrolet; Luick Dairy Co.; Kellers Beverage Center; Luick Ice Cream Co.

C. J. HERRICK ASSOC.
132 W. 43rd St., New York 18
Tel.: Lackawanna 4-9310

Radio Dept.: Elaine H. Samuels, radio director.

HEVENOR ADVERTISING AGENCY
11 North Pearl St., Albany 7, N. Y.
Tel.: 5-1586

Radio Dept.: Horace Hevenor, president and account executive; Edward Loveday, vice president and account executive; Hal Greenberg, radio director and account executive.

Radio Accounts: Fitzgerald Beer & Ale; Saratoga Raceway; Skating Vanities; Home Savings Bank; City and County Savings Bank; DeWitt Clinton Hotel; Industrial Bank of Commerce; Albany Frosted Foods; Albany Business College.

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HEWITT, OGILVY, BENSON & MATHER
575 Madison Ave., New York
Tel.: Murray Hill 8-6100

Radio Dept.: Clinton F. Wheeler Jr., radio director; Deane Coords, radio copy chief; Florence Smith, radio timebuyer; O. A. Saunders, R. C. Barker, account executives.

Radio Accounts: Chase National Bank; Sun Oil Co.

HICKS ADVERTISING AGENCY
243 Riverside Drive, New York 25
Tel.: Bryant 9-2365

HICKS & GREIST INC.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-9135

Radio Dept.: Peter A. Krug, radio director; J. A. Drake, S. R. Huntley, C. V. Skoog, account executives.

Radio Accounts: Lewyt Corp. (S); Louis L. Libby Foods (S); Waring Products Corp. (S); Sapolin Paints (S); Dixie Cup Co. (S); Home Decorators (S).

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3116

Radio Dept.: Elinor Fahrenholz, radio director.

DAVID S. HILLMAN INC.
9130 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-6586

Radio Dept.: M. O'Brien, radio timebuyer.

HIRSHON-GARFIELD INC.
745 Fifth Ave., New York
Tel.: Murray Hill 8-8900

Radio Dept.: Robert F. Lewine, radio director; William F. Sheppard, radio manager; Philip Bassel, timebuyer; Thelma Silverman, assistant.

Boston—Park Sq. Bldg. Herb Stern.

Radio Accounts: Miles Shoes (S); Prentis Clothes (S); Truval Shirts; Burlington Mills; Lanes Dept. Store.

HIXSON & JORGENSEN INC.
600 St. Paul Ave., Los Angeles 14
Tel.: Madison 6-5811

Radio Dept.: H. D. Walsh, vice president and director of radio; Harriett M. Wiegand, radio timebuyer.

Radio Accounts: Richfield Oil Corp. (N); Local Loan Co. (S); Kierulff & Co. (Motorola).

HOEFER, DIETERICH & BROWN
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575

Radio Dept.: James A. Brown, John H. Hoefer, account executives; Geneva Hawkins, timebuyer.

Radio Accounts: Crystal Cream & Butter.

HOFFMAN & YORK INC.
808 N. 3rd St., Milwaukee 3
Tel.: Daly 8-6510

Radio Dept.: Howard L. Peck, radio director.

W. F. HOLLAND AGENCY
2530 Auburn Ave., Cincinnati 19
Tel.: Capitol 1252

Radio Dept.: Earl L. Holland, production; Rosen Bader, copy; William F. Holland, timebuyer.

HOLST & CUMMINGS & MEYERS LTD.
1307 Kapiolani Blvd., Honolulu, T. H.
Tel.: 95291

Radio Dept.: Jim Wahl, director and vice president; Alexa Cogswell, assistant director.

San Francisco 5—215 Market St.

HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004

Radio Dept.: John W. Davis, timebuyer; Gail Myers, assistant timebuyer.

Seattle, Wash. 455 Skinner Bldg.
Tel.: Main 6435. Warren E. Kraft, vice president and manager.

Radio Accounts: National Lead Co.; Marlo Foods; Clorox; C & H Sugar; Haas Bros.; Calso Water; Peet's Soap; Duart Mfg.

HOOT ADVERTISING AGENCY
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714

Radio Dept.: Dexter Halle, Hal Halpern.

Radio Accounts: 17 Brands (S); Mogen-David Products (S); Chinese Food Corp. of America (S).

LELAND K. HOWE ASSOC. INC.
150 E. 35th St., New York 16
Tel.: Oregon 9-4998

Radio Dept.: Joseph R. Horenstein, director; Florence Katz, timebuyer; J. P. Horenstein, M. Lewis, L. Bell, A. Law, account executives.

Radio Accounts: CBS-Columbia Distributors; Chloradent Labs; Ben S. Loeb Inc.; International Room; Cafe Roland; 4-color Pencil; Citizens Committee for the election of Joseph T. Sharkey; Bedford Stores; Bell Appliances; Hobby & Brown (S); Babylon Chamber of Commerce; Effron-Fuel; Sentry-Lite.

CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-2000

Radio Dept.: William Philip Smith, director of radio; D. H. Humm, radio timebuyer.

Hartford, Conn.—15 Lewis St. Tel.: 5-6066.

Radio Accounts: American Molasses Co.; Blueberry Coop Assn.; Brock Hall Dairy; Charles Gulden Inc. (S); Charles B. Knox Gelatine Co. (S-N); Mail Pouch Tobacco (S-N); Monticello Drug Co.; KLM Royal Dutch Airlines; Stanley Home Products Inc. (N); Wilbert Products (S).

THE HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212

Radio Dept.: Frank Hubbell, radio director; Irving M. Adams, radio timebuyer.

CHRISTY HUMBURG ADV. AGENCY
818 Olive St., St. Louis 1
Tel.: Chestnut 9271

Radio Dept.: C. C. Humburg, radio director.

Radio Accounts: Lubri-Loy Co.; Brandt Electric Co.

H. B. HUMPHREY, ALLEY & RICHARDS INC.
1235 Statler Bldg., Boston 16
Tel.: Liberty 2-6100

Radio Dept.: Sally Larkin, vice president and radio director.

New York 17—370 Lexington Ave. Tel.: Lexington 2-3020. John Fitzgerald, radio director.

HUMPHREY, PRENTKE & ASSOC. INC.
11406 Euclid Ave., Cleveland, Ohio
Tel.: Randolph 1-4582

Radio Dept.: Ralph B. Humphrey, radio director.

HURLEY ADVERTISING CO.
213-215 Securities Bldg., Des Moines 9
Tel.: 4-6289

Radio Dept.: J. E. Hurley, director; J. L. Greendahl, continuity.

HUTCHINS ADVERTISING CO. INC.
42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160

New York 19—18 W. 46th St. Tel.: Plaza 7-8526. Maitland Jones, vice president.

Philadelphia 40—3701 N. Broad St. Tel.: Baldwin 36200. Max Enelow, vice president.

Toronto—1244 Dufferin St. Tel.: Kenwood 2737. Walter Engwer, manager.

I

IDAHO ADVERTISING AGENCY
906½ Jefferson St., Boise, Idaho

Radio Dept.: Keith Black, account executive.

Radio Accounts: Empire Air Lines; Music Center; Cit Dye Works; Gem State Mutual Benefit Assn.; Coal Heating Service.

ROCKLIN IRVING & ASSOC.
32 W. Randolph St., Chicago 1
Tel.: Randolph 6-2324

Radio Dept.: Mrs. Edward Lovinger, copy chief; Irving Rocklin, account executive; Werner X. Haas, Betty Zidell, copywriters; Ruth Robbins, secretary; Mrs. B. Deitell, assistant copy chief; Mrs. M. Prohov, general comptroller.

Radio Accounts: Chicago Furniture Mart; Monroe Fox Co.; Kass Clothiers; Roxy Rug & Linoleum; Balaban Floor Covering; Cole Finder Inc.; Walton Motors Inc.; Deming Motors Inc.; Linoleum City; S. L. Weinberg Inc.; Union Life.

NEAL D. IVEY CO.
1500 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9600
Radio Dept.: Stella M. Kilcullen, media buyer.

J

JACKSON & CO.
49 Worth St., New York 13
Tel.: Worth 4-7005
Radio Dept.: Samuel Gallu, radio director and timebuyer.
Radio Accounts: Pequot Mills (S); J. W. Valentine Co.

RAY C. JENKINS ADV. AGENCY
1240 Builders Exchange, Minneapolis 2, Minn.
Radio Dept.: J. Robert Heiderich, radio director.
Radio Accounts: Barnes & Zimmermann; Gedney Co.; LaBelle Moving & Storage; Marquette Nat'l Bank; Milk Found & Twin City Milk Producers; Luther Ford & Co.; Spark-O-Liner Corp.; Western Oil & Fuel Co.

JESSOP ADVERTISING CO.
First National Tower, Akron 8
Tel.: Franklin 2169
Radio Dept.: R. Gilbert, radio director; G. J. Cobak, timebuyer.

JONES & BRAKELEY INC.
150 Nassau St., New York 38
Tel.: Beekman 3-1912
Radio Dept.: Marie C. Power, timebuyer.

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848

JONES & JONES ADVERTISING AGENCY
525 Leonhardt Bldg., Oklahoma City 2
Radio Dept.: Henry C. Jones, radio director and timebuyer.

THE RALPH H. JONES CO.
3100 Carew Tower, Cincinnati 2
Tel.: Garfield 2300
Radio Dept.: C. M. Robertson Jr., radio director; Ann Smith, timebuyer; C. M. Robertson Jr.; James M. Nelson, Allen Thrasher, Stanley A. Willer, G. A. Honold, account executives.
New York 19—580 Fifth Ave. Tel.: Plaza 7-4600.
Radio Accounts: Bavarian Brewing Co.; The Kroger Co.; Miami Margarine Co.; Martin Rosenberger; The Heekin Co.; Ten-B-Low.

THE JORDAN CO.
2404 W. 7th St., Los Angeles 5
Tel.: Dunkirk 2-2248
Radio Dept.: Walter Hughes, media director.

K

THE KAPPS CO.
64 East Lake St., Chicago 1
Tel.: State 2-0460
Radio Dept.: Capico Kapps, radio director; Joseph Kapps, C. Kapps, D. Daily, C. Koung, account executives; Albert Kapps, timebuyer.
Radio Accounts: Public Service Stores; Travler Radio Corp.; Langendorf Clothing; Racine Engineering Co.; Snap Products; Aetna Watch Co. (N-S); Southeast Radio Stores; Mont Clare Furnace Co.; Ford-Hopkins Drug Co.; Clark Maple Motors; Madewell Bedding Co.; Airspot Sales; Davidsons Bakery; Safety Motors; North Park Sales & Service; Petroleum Sales.

KAL, EHRLICH & MERRICK ADV. INC.
315 Evening Star Bldg., Washington 4, D. C.
Tel.: Executive 3700
Radio Dept.: Alvin Q. Ehrlich, vice president in charge of radio; David P. Thomas, radio director; Nella Manes, timebuyer; Forest Entwisle, Alexander L. Charles, William B. Mullett, Philip Berme, Huly Bray, William Roberts, Joseph Weinstein, account executives.

H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Drive, Chicago 1
Tel.: Central 6-5331
Radio Dept.: James H. West, radio director; Walter Kniffin, media director.
Radio Accounts: International Milling Co.; Procter & Gamble Co.; Union Starch & Refining Co.; Campana Co. (Ayds); Scott Petersen Co.; Thenylhist Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
274 Madison Ave., New York 16
Tel.: Oregon 9-4440
Radio Dept.: Harry Walsh, radio director; Marion Jones, radio timebuyer.
Chicago 1—333 N. Michigan Ave. Tel.: Randolph 6-3060. David Brown, vice president and manager.
Radio Accounts: Blatz Brewing Co. (N-S); Hickok Mfg. Co. (S).

THE JOSEPH KATZ CO.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-1223
Radio Dept.: N. C. Wildman, vice president in charge; Alice Ross, timebuyer.
Baltimore 1—10 W. Chase St. Tel.: Lexington 1500. Robert G. Swan, director of radio.
Radio Accounts: American Oil Co. (N-S); Globe Brewing Co. (S); Ex-Lax Inc. (S); Madera Bonded Wine & Liquor Co. (S); Maryland Pharmaceutical Co. (S); Humphreys Medicine Co. (S); Block Drug Co. (S); Flo-Ball Pen Corp. (S); Gaby Co. (S); Radnai Inc. (S).

HENRY J. KAUFMAN & ASSOC.
1419 H St. N.W., Washington 5
Tel.: District 7400
Radio Dept.: Jeffrey A. Abel, radio departmental administrator and timebuyer; Robert S. Maurer, radio creative director; Eunice Rein and Louise Packard, continuity writers; A. A. Sarra, R. C. O'Donnell, B. K. Silverman, K. W. Sonner, L. Dobrow, account executives.
Radio Accounts: Ambassador Hotel; Capitol Garage; Carpel Inc.; Chestnut Farms-Chevy Chase Dairy; Columbia Fed. Savings & Loan Assn.; Derwood Mill; 1st Fed. Savings & Loan Assn.; Gude Bros.; Chr. Heurich Brewing Co.; Bruce Hunt Inc.; S. Kann Sons Co.; King's Credit; Lacy's Inc.; Liberal Clothing Co.; Madrillon Restaurant; Manhattan Auto & Radio Co.; Md. & Va. Milk Prod. Assn.; Mason's Root Beer Bottling; Northeast Motor Co.; Nu Nap Process Co.; Potomac Elec. Power Co.; Reliable Motor Co.; B. Rich's Sons; The S. S. S. Co.; Saks Furs; Charles Schwartz & Son; Shannon & Luchs Co.; Simon Dist. Corp.; Frank Small Jr., Inc.; Tom's Auto Service Inc.; Trew Motor Co.

KAUFMAN-STROUSE ADVERTISING
100 Court Square Bldg., Baltimore 2
Tel.: Saratoga 2414
Radio Dept.: Baylen H. Smith, radio director.
Radio Accounts: Baltimore Spice Co.; Sun Life Insurance; World Television Co.; W. J. Theiss & Son.

KEELOR & STITES
3001 Carew Tower, Cincinnati 1
Tel.: Parkway 1310
Radio Dept.: Arthur A. Radkey, radio director.

KELLY & LAMB ADVERTISING AGENCY
897 Higgs Ave., Columbus 8
Tel.: Klondike 3583
Radio Dept.: Paul Ahern Kelly, partner; Gladys J. Lamb, partner; John V. Williams, Nevin J. Rodes, account executives.
Radio Accounts: Modern Finance Co. (N-S); Farm Bureau Inc. (S); Frito Columbus Co. (S); George Byers Sons (S).

KELLY, ZAHRNDT & KELLY INC.
3529 Franklin Ave., St. Louis 6
Tel.: Jefferson 8337
Radio Dept.: Virgil A. Kelly, radio director; Walter W. Zahrndt, David C. Chopin, Robert W. Kelly, timebuyers and account executives.
Radio Accounts: Visit St. Louis Committee; Joseph A. Mrazek, Moving & Storage; Board of Education (St. Louis).

KENYON & ECKHARDT INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-5700
Radio Dept.: Garth Montgomery, vice president and radio director.
Hollywood 28—Equitable Bldg. Tel.: Hempstead 2101. R. D. Wolfe, vice president and manager.
Chicago 3—135 S. La Salle St. Tel.: Randolph 6-6470.
Detroit 26—Penobscot Bldg. Tel.: Woodward 5-0300. Don C. Miller, vice president and general manager.
Atlanta 5—805 Peachtree St. N.E. Tel.: Vernon 0194. Irving DeRidder, manager.
San Francisco 4—620 Market St. Tel.: Yukon 2-3070. John J. Wiley, manager.
Toronto 1—80 King St. W. Tel.: Empire 3-8314. William Frost, vice president and manager.
Radio Accounts: Richard Hudnut (N); Kellogg Co. (N); White Rock Corp. (S); Wesson Oil & Snowdrift Sales Co. (N-S); Ford Motor Co. (N); American-Maize Products Co. (S); Beech-Nut Packing Co.

KETCHUM, MacLEOD & GROVE INC.
411 Seventh Ave., Pittsburgh 19
Tel.: Court 1-5100
Radio Dept.: Lansing Lindquist, radio director; Joseph A. Jenkins, Ray E. Scott, assistant radio directors; James B. Tafel, radio timebuyer.

KIESEWETTER ASSOCIATES INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-0025
Radio Dept.: Horace Hagedorn, radio director and vice president; Arthur J. Davidson, assistant radio director; Gloria Brown, radio assistant; Samm S. Baker, vice president; E. Thompson, radio timebuyer; E. G. Chase, account executive.
Radio Accounts: V. La Rosa & Sons; Royal Lace Paper Works; Standard Labs; Rollfast Bicycles; Abraham & Straus; Courtley Ltd.; Stern's Nurseries.

ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-9600
Radio Dept.: Arthur M. Ehrlich, radio director; Miriam Traeger, associate director of radio and timebuyer; John A. Lamb, copy; Elizabeth Proudfit, research; Alice White, publicity; Hubert C. Sherk, Rita McNamara, Warren Sumner, Karl Norton, account executives.
San Francisco 4—155 Sansome St. Tel.: Exbrook 2-6275. Alfred Ducato, president.
Los Angeles 5—4015 Wilshire Blvd. Tel.: Dunkirk 7-7305. Stewart Widdess, president.
Chicago 11—900 N. Michigan Ave. Tel.: Superior 7-5929.
Radio Accounts: Norcross Inc. (greeting cards) (S); Artra Cosmetics (Irma) (S); Union Pharmaceutical Co. (Saraka) (S); C & A Brenninkmeyer (women's speciality shop); American Bemberg; American Institute of Dermatetics (Acnay).

ALBERT KIRCHER CO.
1001 W. Washington Blvd., Chicago 7
Tel.: Chesapeake 3-2800
Radio Dept.: E. Jette, media director.

KIRCHER, HELTON & COLLETT INC.
Hulman Bldg., Dayton 2
Tel.: Fulton 5161
Radio Dept.: Ralph Kaufman, James Venable, Susanna Hinckley.
Radio Accounts: Gem City Bldg. & Loan; St. Mary's Packing Co.; Lime Frappe.

PHILIP KLEIN ADVERTISING
1516 Locust St., Philadelphia 6
Tel.: Pennypacker 5-7696
Radio Dept.: Edward Felbin, radio timebuyer.
Radio Accounts: Buten's Paint Stores; Snellenburg's Dept. Stores; Frankford Unity Stores; Progressive Clothes.

VIC KNIGHT INC.
812 N. Fairfax Ave., Los Angeles 48
Tel.: Bradshaw 2-5401
Radio Dept.: Bernice Levitas, media director.
Radio Accounts: Lewis Suedes; Kaufman Prod.; Blackman Sales Co.; Gerstman Corp.; Peek-a-boot Inc.; Hollyrogue Tie Co.; Foodex; Nids Chlorophyll; Miracle Massager; California Fabrics.

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

NAT M. KOLKER ADV.
Empire Bldg., Philadelphia 7

Radio Dept.: Barnard L. Sackett, radio director.

M. R. KOPMEYER COMPANY
Realty Bldg., Louisville 2
Tel.: Amherst 1641

Radio Dept.: William H. Hill, timebuyer; M. R. Kopmeyer, president and account executive; W. A. Freeman, vice president and account executive; F. E. Gerberding, vice president and account executive.

Radio Accounts: Oertel Brewing Co.; Blue Cross Hospital Plan; Broadway Chevrolet Co.; Fischer Packing Co.; Mammoth Spring Cannin Co.; Heaven Hill Distilleries Inc.

KRONSTADT ADVERTISING AGENCY
711 14th St. N.W., Washington
Tel.: Republic 0272

Radio Dept.: Henry L. Kronstadt, director; Esther Cannon, timebuyer; Don Thomas, account executive.

Radio Accounts: Young Men's Shop; Mazor; L. Frank Co.; Harris & Ewing; Capital Fur Shop; Ernest Burk Inc.; Morton's; Mayfair Shop; Miller's Furs.

KUDNER AGENCY INC.
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700

Radio Dept.: Myron P. Kirk, executive head of radio; A. W. Reibling, business manager; John Marsich, timebuyer; Edmund Cashman, radio director.

Detroit 2—710 New Center Bldg. Tel.: Trinity 5-5315. Louis Weigel, production manager.

San Francisco 5—681 Market St. Tel.: Garfield 1-5433. J. H. Hornel, manager.

Washington, D. C.—911 Kass Bldg. Tel.: National 5506. Frank Getty.

KUTTNER & KUTTNER
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940

Radio Dept.: Stanley Kuttner, media director, account executive.

L

LAKE-SPIRO-SHURMAN INC.
Radio Center Bldg., Memphis 3
Tel.: 5-1571

Radio Dept.: Mrs. Lucille Simmons, radio timebuyer; Robert F. Keefe, Frank K. Seifert.

Radio Accounts: Plough Sales Corp.; Childs' Razor Blade Co.; Liberty Petroleum Co., U. S. Bedding Co.; Dixie Nat'l Stockyards.

LAMB & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Kingsley 6-3500

Radio Dept.: Thomas G. Brennan Jr., radio director; Mr. Brennan, Kennard G. Keen, Roy T. Lochten, Norman MacAfee, account executives.

Radio Accounts: William S. Scull; Ranger Joe Inc. (N-S); Broad Motors Co.; P. J. Ritter Co. (S).

LAMBERT & FEASLEY INC.
60 E. 42nd St., New York 17
Tel.: Murray Hill 7-8980

Radio Dept.: Frank W. Mace, vice president and general manager; Joseph Burland, media director; Ray H. Kremer, radio director.

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579

Radio Dept.: Alvin B. Fisher, director of radio; Robert F. Gibbons, assistant director of radio and chief timebuyer; Mary Jayne Haring, associate director of radio; John Cremer, production manager of radio.

Radio Accounts: The Bib Corp. (S); Brewing Corp. of America (N-S); Burrows Bros. Co. (S); General Electric Supply (S); High Level Motors Inc.; The Music Shop; Sears, Roebuck & Co.; Yellow Cab Co.; The Miller-Becker Co.

LANNAN & SANDERS ADVERTISING INC.
Fidelity Bldg., Dallas
Tel.: Prospect 1583

Radio Dept.: Robert E. Stuart, radio director; J. M. Sanders, G. S. Lannan, L. G. Painter, A. E. Palmer, account executives.

Los Angeles—1127 Wilshire Blvd. Tel.: Mutual 8060. G. S. Lannan, account executive.

Radio Accounts: Transcontinental Bus System (N-S); Continental: Bus System Inc., Dixie Lines, Central Lines, Southern Lines Inc., Western Lines, Panhandle Lines, Pacific Lines, -Rocky Mountain Div.; Union Trailways; Arkansas Trailways; Santa Fe Transportation Co.

C. J. LaROCHE & CO.
247 Park Ave., New York 17
Tel.: Plaza 5-7711

Radio Dept.: John L. Washburn, radio director; Sally Mansfield, timebuyer; Richard Kebbon, Irene Musil, departmental assistants; Al Bochroch, Crawford Paton, account executives.

Radio Accounts: Chunk-E-Nut (S); Marshand's (S); New England Confectionary Co. (S); Walt Disney (S).

LAVENSON BUREAU OF ADVERTISING
12 S. 12th St., Philadelphia 7
Tel.: Market 7-6767

Radio Dept.: Harry A. Egbert, radio director; Roland Israel, Jerrie C. Rosenberg and Ted Barash.

Radio Accounts: The Thrivo Co.; Mrs. Schlorer's Inc.

LAWRENCE ADVERTISING AGENCY
203 N. Wabash Ave., Chicago
Tel.: Dearborn 2-4815

Radio Dept.: Clayton W. Bergman, partner, radio timebuyer.

HARRY J. LAZARUS & CO.
110 S. Dearborn, Chicago 3
Tel.: Dearborn 2-4920

Radio Dept.: G. Russakov, media director.

Radio Accounts: Central Nat'l. Bank (S).

AL PAUL LEFTON CO. INC.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500

Radio Dept.: A. R. Griffin, radio director.

New York 17—521 Fifth Ave. Tel.: Vanderbilt 6-4340.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-9511.

LENNEN & MITCHELL
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170

Radio Dept.: Frank Daniel, manager; Nicholas Keesely, V.P. in charge of radio; William D. Smith, timebuyer; Dwayne Moore, radio ratings analyist.

Beverly Hills, Calif.—308 N. Rodeo Dr. Tel.: Crestview 1-7221. Ben Potts, radio director.

LEVY ADVERTISING AGENCY
850 Broad St., Newark 2
Tel.: Mitchell 2-0433

Radio Dept.: Hyman R. Levy, radio timebuyer; Alan Stein, radio director; Charles S. Herman, radio account executive.

TED LEVY ADVERTISING AGENCY
811 Cooper Bldg., Denver 2
Tel.: Main 7133

Radio Dept.: Barbara D. Aiton, radio director-timebuyer.

LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900

Radio Dept.: Graham S. Mason, vice president and radio director.

LIBERTY ADVERTISING AGENCY
Forest Park Hotel, St. Louis 8
Tel.: Rosedale 3500

LILLER, NEAL & BATTLE
810 Walton Bldg., Atlanta
Tel.: Cy 6251

Radio Dept.: C. K. Liller, W. W. Neal, John K. Ottley Jr., Al Sharp, Howard Axelberg, G. L. Watts, account executives; Sarah Williams, timebuyer.

Radio Accounts: Brock Candy Co. (S); Colonial Stores; H. W. Lay & Co.; Puritan Mills; Coastal Chemical Co.

LINDSAY ADVERTISING AGENCY
95 Crown St., New Haven 10, Conn.
Tel.: 5-2141

Radio Dept.: Gordon S. Tracy, media, radio and production director and timebuyer; Emilienne Barnes, talent buyer.

New York 17—270 Park Ave. Tel.: Plaza 3-4330.

LINDSEY & CO. INC.
10 N. Fourth St., Richmond 19
Tel.: 7-3065

Radio Dept.: W. Leroy Hoerter, radio director; Ralph E. Bivins, radio timebuyer; Arthur C. Beck, timebuyer; Frank G. Christian, Theodore M. Curtis, account executives.

Radio Accounts: C. W. Antrim & Sons; James G. Gill Co.; Southern Biscuit Co.; Glasgow Brewing Co.; B. T. Crump Co.; Cavalier Oil Co.

THE W. E. LONG CO.
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606

Radio Dept.: L. W. Haas, chairman of the board; E. E. Hanson, president; William Goodman, vice president and advertising director; J. A. Smith, vice president in charge of sales; A. T. Downie, treasurer; H. G. Mergener, secretary; Edward C. Fritz Jr., radio director; J. Minetz, assistant radio director.

T. ROBLEY LOUTTIT INC.
58 Weybosset St., Providence
Tel.: Jackson 1-5858

Radio Dept.: Walter Covell, radio director; R. K. Rockwell, radio timebuyer.

Radio Accounts: What Cheer Laundry; Providence Union Bank; Swiss Cleansers.

LOWE & HALL ADVERTISING
600 News Bldg., Greenville, S. C.
Tel.: 5-7489

Radio Dept.: Elliott H. Hall Jr., Sidney L. Lowe, radio director and timebuyers.

Radio Accounts: Mackey Mortuary; S. C. Hospital Service Plan (Blue Cross); Balentine Packing Co. (N-S).

EARLE LUDGIN & CO.
121 W. Wacker Drive, Chicago 1
Tel.: Andover 3-1888

Radio Dept.: V. R. Bliss, executive vice president and radio director.

Radio Accounts: Best Foods Inc. (S); Manor House Coffee (S); Chicago Title & Trust (S).

LYNN-FIELDHOUSE
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182

Radio Dept.: W. B. Pritchard, radio director and timebuyer; Lindley S. Fieldhouse, S. C. B. Lynn, account executives.

New York 17—51 E. 42d St. Tel.: Murray Hill 2-4048.

W. D. LYON CO.
303 2nd Ave., S.E., Cedar Rapids, Ia.
Tel.: 5139

Radio Dept.: Robert H. Schubert, radio director; R. B. Creswell, account supervisor; J. C. Ware, account executive.

Radio Accounts: Barron Motors; Crescent Electric; Collins Radio; Rockford Brick; A. Y. McDonald; Tendersweet; Potosi Beer; Kent Feeds.

M

MacGRUDER-BAKEWELL-KOSTKA INC.
1666 California St., Denver 2
Tel.: Alpine 1478

Radio Dept.: Joseph W. Palmer, radio director; William Kostka, George Bakewell, Revill J. Fox, Louise Hewlett, account executives.

Radio Accounts: Adolph Coors Co. (RN-S); Empire Savings; Merchants Park Shopping Center; Citizens Savings Bank; First Nat'l Bank; Fairmount Cemetery Assn.; Zefer Products Inc.; Denver Tramway Corp.; Denver Federal Savings; Edelweiss Restaurant.

MacLAUGHLIN ADVERTISING AGENCY
601 Ellicott Sq., Buffalo 3
Tel.: Mohawk 5703

Radio Dept.: Frederick R. MacLaughlin, radio director; J. Andrea Connaroe, timebuyer.

Radio Accounts: Knights Templar.

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Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300

Radio Dept.: Elmer W. Froehlich, vice president and media director; Martha Ude, radio timebuyer.

New York 22—444 Madison Ave. Tel.: Plaza 9-3221. Ernest A. Jones, manager.

MacWILKINS, COLE & WEBER
Corbett Bldg., Portland 4
Tel.: Broadway 6401

Radio Dept.: J. L. Sugg, radio director.

Seattle 1—Republic Bldg. Tel.: Elliott 7377. George Weber, vice president.

Tacoma—Dan Gerber in charge.

MALCOLM-HOWARD ADVERTISING
203 N. Wabash Ave., Chicago 1
Tel.: Randolph 6-7942

Radio Dept.: Evelyn Burke, timebuyer; Arthur Holland, Hal Barkun, Max Holland, account executives; Jan Marinella, Douglas Easterberg, writer-producers.

Radio Accounts: Dad's Root Beer; Roller Derby; Fohrman Motors; Hollands Joy Candy; Nectar Beer; Leo Rose Co.; Dr. Enuf; Cisco Kid Rodeo; Chicago Horse Show.

W. H. MALE LTD.
1674 Kona St., Honolulu 14
Tel.: 957055

Radio Dept.: George C. Mansfield, radio director; Lavaina Ferreira, traffic; Mary Thompson, copy chief.

Radio Accounts: City Mill Co.; Dairymen's Assn.; Dutch Boy Paint Store; Hawaii Brewing Corp.; Hawaiian Dairy Farmers; Honolulu Paper Co.; Honolulu Roofing Co. (S-N); Irish's Cabs; Love's Biscuit & Bread; Motor Supply; Nuuanu Memorial Park & Mortuary; Oahu Railway & Land; Pacific Chemical & Fertilizer (N); Pacific Insurance Co.; Pacific Laundry; Pet Milk (N); Schuman Carriage Co.; Territorial Motors; TPA Aloha Airline; Waikiki Inn & Tavern.

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16
Tel.: Copley 7-5980

Radio Dept.: Julian Malkiel, radio director.

Radio Accounts: Serta-White Cross Co.; Steuben's Restaurant; Peerless Wine Corp.; Ace Vacuum Co.

LLOYD MANSFIELD CO. INC.
110 Pearl St., Buffalo 2
Tel.: Washington 2762

Radio Dept.: Robert L. Mansfield, vice president; Theodore F. Keady, radio director.

Radio Accounts: Maritime Milling Inc.; Iroquois Beverage Corp.

MARFREE ADVERTISING CORP.
105 W. 40th St., New York
Tel.: Plaza 7-7655

Radio Dept.: Garnett A. Friedenberg, radio director, talent buyer.

Chicago—Palmolive Bldg. Tel.: Whitehall 4-2651. Alvin Eicoff, vice president and radio director.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022

Radio Dept.: Curt A. Peterson, partner in charge of radio; E. Cogan, manager, media department; Frank Carvel, timebuyer.

Radio Accounts: Esso Standard Oil Co. (N).

TERRILL BELKNAP MARSH ASSOCIATES
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570

Radio Dept.: T. B. Marsh, radio director.

HARWOOD MARTIN ADVERTISING
2519 Connecticut Ave. N. W., Washington 8
Tel.: Michigan 1161

Radio Dept.: Hariot Stem, radio director; Joyce Armour, program director; Jean Ort, timebuyer; Mildred Martin, David Dickson, Shirley Bisselle, account executives.

Radio Accounts: American Wholesalers; Arcade-Sunshine; Beckers; Clement's Bakery; Brooks; Grady Motors; William Hahn & Co.; The Hecht Co.; Master Auto Body; P. J. Nee Furniture Co.; Leo Rocca Inc.; Tuerke's; Washington Gas Light Co.; Woodward & Lothrop; The Young Men's Shop.

MASON-RELKIN CO.
20 East 35th St., New York 16
Tel.: Murray Hill 9-3891

Radio Dept.: Roger B. Relkin, radio director.

J. M. MATHES INC.
122 East 42d St., New York 17
Tel.: Lexington 2-7450

Radio Dept.: Read H. Wight, radio director and vice president; Richard Jackson, assistant director; Edna S. Cathcart, timebuyer.

Radio Accounts: Canada Dry Ginger Ale (S); The Pure Food Co. (S); Sylvania Industrial Corp. (S); Luden's Inc. (S); Judson Dunaway Corp. (S); Imperial Paper & Color Corp. (S); Air France (S); Austin Motor Co. (S); Bakelite Co. (S); Union Carbide & Carbon Corp (S); Capehart-Farnsworth Corp. (N-S); Wagner Baking Corp. (S).

MATHISSON & ASSOCIATES INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090

Radio Dept.: Charles H. Helliwell, radio-TV director, timebuyer.

Radio Accounts: Edwards Motor Co. (S).

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3
Tel.: Gaspee 1-4456

Radio Dept.: Richard D. Brugman, radio director; Joseph M. and Aaron M. Finkle, account executives.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710

Radio Dept.: Lour Maxon, president.

New York 22—12 E. 53rd St. Tel.: Plaza 9-7676. S. James Andrews, radio director; E. Wilhelm, radio station relations; Earl Kennedy, chg. of radio production.

Chicago—664 N. Rush St. Tel.: Whitehall 4-1676. L. J. Sholty, vice president.

THE MAYERS CO. INC.
2301 W. Third St., Los Angeles 5
Tel.: Dunkirk 8-2111

Radio Dept.: Roger Patrick, radio director; Claire Koren, media director; James P. Shelley, Forrest Dolan, Laurence Lewin, account executives.

Radio Accounts: Sears, Roebuck & Co.; Baker Boy; Clicquot Club; Dad's Root Beer; Adolph's Food Prod.; Hoffman Candy; Bandini Fertilizers; Pennzoil.

CHARLES H. MAYNE CO.
8487-B Melrose Pl., Los Angeles 46
Tel.: Webster 3-8261

MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534

Radio Dept.: Catherine Abner, media director.

Radio Accounts: Barker Bros.; General Electric Appliances (S).

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York
Tel.: Judson 6-3400

Radio Dept.: Thomas H. Lane, vice president in charge of radio; Alfred J. Scalpone, vice president in charge of production; William C. Dekker, vice president in charge of radio service and station relations; Hendrik Booraem Jr., director, new program development; Donald N. McClure, manager of radio production; Robert M. Reuschle, manager, timebuying; Michael Donovan, timebuyer.

Cleveland 14—629 Euclid Ave. Tel.: Cherry 1-3490.

Detroit 26—647 Griswold St. Tel.: Woodward 2-9792.

Boston 16—200 Berkeley St. Tel.: Liberty 2-7382.

Chicago 4—318 So. Michigan Ave. Tel.: Webster 9-3701.

San Francisco 4—114 Sansome St. Tel.: Douglas 2-5560.

Los Angeles 17—612 So. Flower St. Tel.: Mutual 1181.

Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8268.

Portland 4, Ore.—310 Public Service Bldg. Tel.: Atwater 4305.

Radio Accounts: Chesebrough Mfg. Co., National Biscuit Co.; Swift & Co.; American Safety Razor Corp.; The Ohio Bell Telephone Co.; S.O.S. Co.; Standard Oil Co. of Ohio; Altes Brewing Co.; American Trust Co.; Broadway Dept. Stores; Calif. Packing Corp.; Calif. Wine Growers Inc.; Chrysler Sales Div.; Coldstream Products; Cowles Magazines Inc.; Crowell-Collier; Frank Fehr Brewing Co.; W. P. Fuller & Co.; Gruen Watch Co.; Leisy Brewing Co.; Lucky Lager Brewing Co.; Milk Foundation Inc.; Pacific Power & Light Co.; Pepsodent Div. Lever Bros. (for Lee Pharmacal Co.); Pharma Craft Corp.; Portland Gas & Coke Co.; Richman Bros. Co.; Soil-Off; Southern Calif. & Southern Counties Gas Co.; Standard Oil of Indiana.

McCORMICK COMPANY
217 E. 7th Ave., Amarillo, Tex.
Tel.: 6-5333

Radio Dept.: Lawrence Patton, director of radio; G. Don Curphey, account executive.

Radio Accounts: Shamrock Oil & Gas Corp.; First Nat'l Bank of Amarillo; Ted Lokey Oil Co.; E. L. Grandpre & Co.; N. S. Griggs & Sons; Virden Perma-Bilt, and others.

WALTER McCREERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533

Radio Dept.: Terri Brady, radio timebuyer.

San Francisco 2—522 Powell St. R. B. Selby.

McKEE & ALBRIGHT INC.
1400 S. Penn Square, Philadelphia 2
Tel.: Locust 7-4737

Radio Dept.: J. A. McFadden, vice president; E. R. Wamsley, timebuyer.

Radio and Television Accounts: Breyers; Philadelphia & Reading; Western Md. Dairy; Breakstone.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: DElaware 7-7860

Radio Dept.: Benjamin J. Green, radio director; Carol Perel Colby, timebuyer; George Rich 3d, associate radio director.

Milwaukee 2—759 N. Milwaukee St. Tel.: Marquette 8-3144. George Grabin, mgr.

C. L. MILLER CO. INC.
521 Fifth Ave., New York 17
Tel.: Murray Hill 2-1010

Radio Dept.: G. V. Carhart, Rita Driscoll.

Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1640. I. M. Tuteur.

Radio Accounts: Corn Products Sales.

J. W. MILLER CO.
76 Broad St., Guilford, Conn.

Radio Dept.: James W. Miller, president; Albert M. Simmons, radio director; Leo S. Flax, Louis J. Auritt, G. Winthrop Humphrey, account executives.

Radio Accounts: Old Guilford Forge Inc.; Green Wheel of Safety Assn.; Hold The Phone Co.; Airoller Co.; Shoreham Pub. Co.

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5
Tel.: Dunkirk 8-3301

Radio Dept.: Hildred Sanders, vice president in charge; Robert C. Black, Arthur E. Trask, assistant radio director; Kay Ostrander, timebuyer.

Radio Accounts: Interstate Bakeries Corp. (Weber's Bread, Log Cabin Bread); Bu-Tay Products; Forest Lawn Co.; Certi-Fresh Frozen Fish; Lakewood Park Inc.

MOGGE-PRIVETT INC.
712 S. Curson Ave., Los Angeles 36
Tel.: York 7243

Radio Dept.: Snowden M. Hunt Jr., media director.

Radio Accounts: American Fruit Growers (S); Ben Hur Products Inc. (N-S); Bisceglia Bros. Wine Co. (S); Cabany Products (S); California Lima Beans Growers Assn. (S); California Pet Foods Co. (S); Jerseymaid Milk Products Co. (S); Karseal (N-S); Sylmar (S); Towne Talk Co. (N-S); Holmes Tuttle (S); Tupman Motors; Voris Grocery.

EMIL MOGUL CO.
250 W. 57 St., New York 19
Tel.: Columbus 5-2480

Radio Dept.: H. Munroe, timebuyer; Emil Mogul, Charles L. Rothschild, Rino Negri.

(Continued on page 360)

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

Radio Accounts: Berolio Import Co. (S); Barney's Clothes; Canadian Fur Corp.; Gem Oil Corp.; Napa Valley Grape Products; National Shoes; Ronzoni Macaroni Co. (RN-S); Santarpia Wine & Liquor; Somnyl Pharmacal Corp.

MOREY, HUMM & JOHNSTONE INC.
350 Fifth Ave., New York 1
Tel.: Bryant 9-5950

Radio Dept.: W. L. Wernicke, radio director; K. S. Shanahan, timebuyer.

Radio Accounts: Sinclair Petroleum Products; Richfield Petroleum Products.

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194

Radio Dept.: Raymond R. Morgan; Robert C. Temple, J. C. Morgan, executive vice president; Jack Kerr, John Burton, L. W. Hobson, account executives; Terri Brady, timebuyer.

Chicago—Goodkind, Joice & Morgan (affiliated). Palmolive Bldg. Tel.: Superior 6747

San Francisco—260 California St. Tel.: Douglas 2-6073

Radio Accounts: White King Soap Co. (N-S); Folger's Coffee Co. (N-S); Institute of Religious Science (N-S); Planters Nut & Chocolate Co. N-S); Nehi Beverage Co. of Los Angeles.

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oregon 9-4600

Radio Dept.: C. C. Slaybaugh, radio director.

Radio Accounts: Vick Chemical Co. Inc. (Vick Products); A. D. McKelvy Co. (Seaforth Products); The Sofskin Co. (Sofskin Cosmetics).

MOSS ASSOCIATES
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377

Radio Dept.: P. Todd, media director.

C. WENDEL MUENCH & CO.
75 E. Wacker Drive, Chicago 1
Tel.: Financial 6-3481

Radio Dept.: Victor Fabian, timebuyer.

Radio Accounts: Maurer Neuer Corp.; Neuhoff Bros. Packers; A. F. Schwahn & Sons; Toffenetti Restaurants.

IRVIN MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: HArrison 7-6828

Radio Dept.: Irvin P. Myerson, owner and timebuyer.

N

NATIONAL RADIO ADVERTISING
7726 15th Ave. N. W. (National Radio Bldg.), Seattle 7
Tel.: Sunset 5500

Radio Dept. Edwin A. Kraft, manager and radio director.

NEALE ADVERTISING ASSOC.
448 S. Hill St., Los Angeles 13
Tel.: Michigan 2149

Radio Dept.: William H. Wood, radio director.

NEEDHAM & GROHMANN INC.
630 Fifth Ave., New York 20
Tel.: Circle 5-6200

Radio Dept.: E. R. Lagerwall, John Keil, copy directors; William R. Seth, vice president in charge of radio.

NEEDHAM, LOUIS & BRORBY INC.
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151

Radio Dept.: Alan Wallace, vice president and radio director; Christopher Ford, radio producer; Floyd Van Etten, manager radio business affairs; Otto R. Stadelman, vice president and media director; Jane McKendry, Donald De Carlo, radio timebuyers; Maurice H. Needham, John J. Louis, Melvin Brorby, Marvin O. Clausen, James G. Cominos, Edmond C. Dollard, W. Raymond Fowler, Paul C. Harper Jr., Melvin S. Hattwick, William D. Horne Jr., James L. Isham, Walfred C. Johnson, Joseph J. Keene, William R. Kinnaird, William L. Lavicka, Erwin A. Miessler, Frederick A. Mitchell, Ruth Wood Muench, William H. Ohle, Edward W. S. Reed, Robert F. Steinhoff, Noel D. Turner, John A. Willoughby.

Hollywood 28—1680 N. Vine St. Tel.: Hudson 2-2391. Frank Pittman, vice president and manager.

New York 20—1270 Ave. of the Americas, Rockefeller Center. Tel.: Plaza 7-0333. Richard L. Eastland, manager.

Toronto 5—880 Bay St. Tel.: Randolph 5530, 8613. John A. Willoughby, manager.

Radio Accounts: Derby Foods Inc. (N); Household Finance Corp. (S-RN); S. C. Johnson & Son Inc. (N-S); Kraft Foods Co. (N-S); Morton Salt Co. (S); Phenix-Pabst-ett Co. (S); The Quaker Oats Co., Corn Goods Div. (S); Ken-L-Products Div. (S); State Farm Insurance Co. (N); Swift & Co., Baby Foods (S); Hatcheries (S); Ice Cream (S); Plant Food (S); Weiboldt Stores Inc. (S).

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4230

Radio Dept.: William Rogow, president, timebuyer, account executive; Stewart Pierce Brown, vice president, timebuyer, account executive.

Radio Accounts: Bond Stores Inc.; Melville Shoe Corp.; Joseph Martinson & Co., all spot.

GEORGE R. NELSON INC.
208 State St., Schenectady, N. Y.
Tel.: 4-4135

Radio Dept.: George R. Nelson, president, treasurer; Helen C. Nelson, vice president; Alice Pach, secretary; Robert S. Cragin, radio director, copy chief; Michael Danyla Jr., assistant copy chief; Anne F. Pratt, timebuyer; Pearl Veeder, copy writer.

Radio Accounts: William W. Lee & Co.; A. L. Parsons & Son (Ford dealer); Rudolph Bros. (jewelry chain); Saratoga Assn. (racing); Rodgers Liquor Co.; Perman-Stone Service Co. (building materials).

KELSO NORMAN ADVERTISING
222 Kearny St., Norman Bldg., San Francisco 8
Tel.: Douglas 2-3942

Radio Dept.: Irv Cotanch, radio director, timebuyer.

O

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412

Radio Dept.: David D. Polon, vice president in charge of radio; Philip Roll, radio copy chief; R. T. O'Connell, Ethel Merklen, George Miller, account executives.

Radio Accounts: Nestle-LeMur Co.; Minwax Co.; Dean Ross Piano Studios; Noble Pine Products; Champion Implement Corp.; Carter Assoc.; Bonomo Culture Institute; G & R Anthony Co.; Mini-Gym Corp.; Pomatex Co.

OHIO ADVERTISING AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070

Radio Dept.: Mel Tenebaum, radio director; Marilyn Williams, Burt Schildhouse, writer-producers; Samuel L. Abrams, Victor Gelb, Herman Spero, account executives.

Radio Accounts: Al Laman Motors; Miles Auto Stores; Brush Appliance Co.; Hillside Dairy.

OLIAN ADVERTISING CO.
411 N. 7th St., St. Louis 1
Tel.: Central 8380

Radio Dept.: Mrs. Margaret Hart Nelson, director of radio; Mrs. Alice McDonough, radio timebuyer.

OLMSTED & FOLEY
1200 Second Ave., Minneapolis 3
Tel.: Atlantic 8166

Radio Dept.: James D. McTighe, radio director; W. H. Olmsted, John T. Foley, Clarence Russell, John K. Mortland, R. B. Pile, account executives.

Radio Accounts: Marshall-Wells; Regan Bros. Bakery; King Midas Flour, Feeds; Rochester Dairy; First National Bank; Marquette Appliances; Chun King Oriental Foods; Kaiser-Frazer Dealers.

ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050

Radio Dept.: Richard Diggs, Louis Ergman, radio director.

Hollywood—9130 Sunset Blvd. Tel.: Crestview 5-0104. Mr. Diggs.

Radio Accounts: Andrew Jergens Co. (Jergens & Woodbury Products) (N-S); Bosco Co. (S).

OTIS ADVERTISING AGENCY
3 W. 61st Street, New York 23
Tel.: Circle 6-4255

Radio Dept.: John Hoge.

Radio Accounts: Famous Vacuum Cleaner Co.; Bond Sewing Machine Co.; King Chemical Co.; Pro Curler Co.; TV Star Shampoo Co.

OWEN & CHAPPELL INC.
595 Madison Ave., New York 22
Tel.: Plaza 8-2400

Radio Dept.: David Hale Halpern, vice president and radio director; James B. Daly, Jr., media director; John J. Schneider, account executive

Radio Account: National Brewing Co., (S) Baltimore.

MERRITT OWENS ADV. AGENCY INC.
New Brotherhood Bldg., Kansas City 1, Kan.
Tel.: Drexel 7250

Radio Dept.: Merritt Owens, Earl Allvine, R. Grant Neds, account executives.

Radio Accounts: Joe M. O'ffill Motor Co.; Field Chevrolet; Davidson Bros. Motor Co.; Home Federal Savings & Loan.

P

PACIFIC NATIONAL ADV. AGENCY
605 Union St., Seattle 1
Tel.: Eliot 1401

Radio Dept.: Trevor Evans, radio director; G. M. Nyman, timebuyer.

Portland 4, Ore.—715 Cascade Bldg. Tel.: Capitol 1021. Milton Foland.

Spokane—606 Chronicle Bldg. Tel.: Madison 4371. Vernon Cary.

Radio Accounts: Fisher Flouring Mills Co. (N-S); Federal Old Line Insurance (S); Ivar Haglund (Acres of Clams); Lang & Co.; Seattle-First National Bank; Washington Co-op Farmers Assn. (N-S); Cowman-Campbell Paint Co.; Washington State Fruit Commission (S); Oil Heat Institute; Union Federal Sav. & Loan Assn.; Alaska Airlines.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424

Radio Dept.: Paul A. Danielson, media director and timebuyer.

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif.
Tel.: 6-1259

Radio Dept.: John Curtis, radio director; Nancy Purvine, copy chief; Gene Curtis, account executive.

Radio Accounts: Harrod Diagnostic Offices; L. B. Insurance Assn.; Barnett-Holland Chevrolet.

HANCOCK PAYNE ADVERTISING
12 S. 12th St., Philadelphia 7
Tel.: Lombard 3-2405

Radio Dept.: Ben Kaplan, executive vice president, radio director and account executive.

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel: Murray Hill 8-3055

PECK ADVERTISING AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 3-0900

Radio Dept.: Arthur J. Daly, radio director; Donald Blauhut, assistant radio-TV director.

Radio Accounts: Howard Clothes; Old Dutch Coffee & Caffe 'Espresso'; Charles of the Ritz; Premier Foods; Street & Smith; Hearst Publications; Excelsior Frozen Meat; Julian Freirich Co.; Hartford Provision Co.

PEDLAR AND RYAN INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1500

Radio Dept.: Wilfred S. Roberts, dir. of radio; John Halpern, assistant radio director; T. C. Fisher, vice president in charge P&G account; Donald Quinn, radio timebuyer; Donald Shaw, vice president, account executive.

Radio Accounts: Procter & Gamble (N); Northeast Airlines (S).

PERRY-BROWN INC.
2831 Vernon Pl., Cincinnati 19
Tel.: Plaza 8200

Radio Dept.: Edward J. Doran, radio director.

Radio Accounts: Willson Dairy; The Handy Window Shade.

THE PHILLIPS-RAMSEY CO.
604 First Nat'l Bank Bldg., San Diego 1
Tel.: Franklin 2121

Radio Dept.: Orva Huff, radio production director; Robert F. Lewis, media director; W. L. Phillips, C. C. Ramsey, account executives.

PLATT-FORBES INC.
7 E. 44th St., New York 16
Tel.: Murray Hill 7-3440

Radio Dept.: Thomas O'Donnell, media director.

Boston 16—31 Providence St. Tel.: Kenmore 6-3103. Irvin Gould, manager.

PLAZA ADVERTISING AGENCY INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-6550

Radio Dept.: John T. O'Flaherty, president; Nancy M. Viaroli, radio timebuyer.

POSNER-ZABIN ADVERTISING
95 Madison Ave., New York 1
Tel.: Murray Hill 9-2676

Radio Dept.: James B. Zabin, Jack Posner.

Radio Accounts: John T. Stanley Co.; King Refrigerator Co.; and others.

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Rd., Kansas City 8
Tel.: Grand 5775

Radio Dept.: William J. Brewer, radio director.

POTTS-TURNBULL CO.
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Victor 9400

Radio Dept.: N. P. Rowe, vice president and radio director.

POWELL-GRANT ADV. INC.
1166 Penobscot Bldg., Detroit 26
Tel.: Woodward 1-4321

Radio Dept.: Robert H. Powell, advertising executive and chief timebuyer; Bill Gayek, advertising executive; Patricia Freeman, copy chief.

JOHN O. POWERS CO.
110 William St., New York 38
Tel.: Worth 4-7361

Radio Dept.: Robert W. Powers.

PRATER ADVERTISING AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 6490

Radio Dept.: George L. Prater, account executive and radio director; Barbara Block, copywriter; Robert O. Scott, radio dept. assistant; Doris Nave, radio steno.

Radio Accounts: Falls City Brewing Co. Inc. (N-S).

PRESBA, FELLERS & PRESBA CO.
360 N. Michigan, Chicago 1
Tel.: Central 6-7683

Radio Dept.: Marquis M. Smith, vice president and radio director; E. E. Eldridge, timebuyer.

PROFILE ADVERTISING
73 B St., Manchester, N. H.
Tel.: 4-4991

Radio Dept.: Falko M. Schilling, radio director.

Nashua, N. H.—277 Main St. Tel.: 4292. Paul Sheldon, production manager.

Radio Accounts: Second Nat'l Bank: Hayward Farms.

R

RADIO ADV. CORP. OF AMERICA
47 Audubon Ave., Jersey City 5
Tel.: Bergen 4-2332

Radio Dept.: Albert A. Fiore, radio director; Paul Apello, account executive; John Critelli, timebuyer.

Radio Accounts: Watchung Lake Inc.; Radio Church; Rev. H. B. Rittenhouse; Bible Books; River Motors; Champ Motors; and others.

RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: 7-1179

Radio Dept.: Florence Grady, radio director.

Radio Accounts: Crown Petroleum; Ellin & Levin; General Electric Supply; George E. Dewey Co.; Harry Glotzer; Hartford Gas Co.; Hatry & Young; Hoffman Wallpaper Co.; New England Laundry Co.; Savitt Jewelers; Sir Allo Shoe Clinic; State Line Potato Chips; Wachtel's Dept. Store.

FRED M. RANDALL CO.
3314 Book Tower, Detroit 26
Tel.: Woodward 1-4662

Radio Dept.: Charles E. Foerster.

RAY-HIRSCH CO. INC.
37 W. 57th St., New York 19
Tel.: Murray Hill 8-3515

Radio Dept.: Murray Hirsch.

Radio Accounts: Mother's Food Products.

KNOX-REEVES ADV. INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2

Tel.: Bridgeport 7701

Radio Dept.: R. E. Neff, vice president of radio; William S. Shepherd, radio director; K. P. Torgerson, vice president and media director; Phil Archer, radio timebuyer; R. W. Stafford, John H. Sarles, vice presidents and account executives; R. H. Burbank, account executive.

San Francisco 4—Shell Bldg. Tel.: Yukon 6-0678. W. A. Johnson, timebuyer.

Radio Accounts: General Mills Inc. (N-S); Pacific Gamble Robinson Co.; Midland Nat'l Bank; Art Instruction Inc.

REINCKE, MEYER & FINN
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440

Radio Dept.: Frank M. Baker, radio director.

Radio Accounts: Anderson Co. (S-N); Chicago Burlington & Quincy; Lehon Co.; Otarion; Sterling Ins. Co.; von Schrader Mfg. Co.; Photo Finishers Assoc.; International Sports Show; Bismarck Hotel; Henrici's.

EMIL REINHARDT ADVERTISING
1736 Franklin St., Oakland 12
Tel.: Templebar 2-2408

Radio Dept.: Joseph Connor, radio director; James C. Resor, timebuyer; James C. Prindiville, James B. Innis, Roland Irving, account executives.

Radio Accounts: Central Bank; Golden Crust Bread; Grocers Milk Co.; Kilpatrick's Bakery; Old Home Bakers; S. F. Brewing Corp.

REISS ADVERTISING
221 W. 57th St., New York 19
Tel.: Plaza 7-8030

Radio Dept.: Alice Brothers, timebuyer.

FLETCHER D. RICHARDS INC.
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400

Radio Dept.: J. S. Davidson, vice president and radio director; George E. Pamental, timebuyer.

Chicago—221 N. La Salle St. Tel.: Financial 6-3585.

San Francisco 8—(Harrington-Richards Div.) 256 Sutter St. Tel.: Exbrook 2-6025. Virginia Miller, timebuyer.

Los Angeles 36—5816 Wilshire Blvd. Tel.: Webster 3-5577.

Radio Accounts: Eastern Air Lines; Foremost Dairies Inc.; National Sugar Refining Co.; Joseph Dixon Crucible Co.; Durham-Enders Razor Corp.

(Continued on page 362)

AM
1330 K.C.
5 K.W.

FM
107.5
20 K.W.

WEVD

TEST

YIELDS

PROOF

Year after year the foremost national and local advertisers of a large variety of quality products continue to use the facilities of WEVD to reach the Jewish population in the New York Metropolitan area.

They have tested and found proof of the vast buying power represented by the more than 600,000 families with a population approximating 3,000,000, who come within the radius of influence of the Yiddish spoken and written word.

Distinctive adult programming in the two dominant languages (English, Jewish) and a loyal responsive audience are the WEVD combination which national and local advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

All AM Programs are Broadcast on FM
Without Extra Charge

SEND FOR A COPY OF
"WHO'S WHO ON WEVD"
HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117-119 West 46th Street, New York 19, N. Y.

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

M. EVANS RICHMOND
1518 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-2334

Radio Dept.: M. Evans Richmond, Dale O'Donnell, Robert S. Richmond.

Boston 16—230 Boylston St. Tel.: Columbia 6-4491. R. S. Richmond.

Hollywood—Yucca Vine Bldg. Tel.: Hempstead 3517. M. K. Reiss.

RINGER & ASSOCIATES INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8131

Radio Dept.: Mrs. Ilse Stein, media buyer.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766

Radio Accounts: Berg Bros. Clothing; Ford Optical; John Kohler Clothing; Huskey's Inc.; Royal Shoe Stores; N. Y. Sample Dress Shop; Shulte Optical Co.; Spiro's Apparel; Stanley's Corrective Shoes.

ROBERTSON ADVERTISING AGENCY
721 U. S. Nat'l Bldg., Denver 2
Tel.: Keystone 6269

Radio Dept.: Walter Kranz, radio director; Marshall Robertson, Mary Robertson, timebuyers; John Eby, Wendell McWilliams, account executives; Margaret Pierson, traffic director.

Radio Accounts: Miller Super Markets; Elitch Gardens; Frumess Jewelry Co.; Cottrell Clothing Co.; Jack Wehner Real Estate; O'Meara Motor Co.; 1st Nat'l Bank of Englewood; Western Reddi-Wip; Thoro Products Co.; Albany Hotel; Grayson Apparel Co.; Anderson's Inc.; Wolfberg Theatres; Accurate Lock & Key Co.; Weicker Transfer & Storage Co.

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293

Radio Dept.: Larry Kraft, radio director; Robert C. Neuman, timebuyer; Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, James W. Raymond, account executives.

ROCHE, WILLIAMS & CLEARY INC.
135 S. La Salle St., Chicago 3
Tel.: Randolph 6-9760

Radio Dept.: P. R. Stewart, radio director; N. J. Cavanagh, timebuyer.

Radio Accounts: The Studebaker Corp. (N-S); Holland Furnace Co. (N-S); Chi.-Milwaukee-St. Paul & Pac. R. R. Co. (S); Hardware Mutual Casualty Co. (S); John Puhl Products Co. (S); Stewart & Ashby Coffee Co. (S); Kitchen Art Foods Inc. (S).

IRVING ROSEN ADVERTISING
230 Fifth Ave., New York 1

Radio Dept.: Irving Rosen; E. Wayne, associate.

ROSS ADVERTISING AGENCY
4053 Lindell Blvd., St. Louis 8
Tel.: Lucas 1322

Radio Dept.: Clark F. Ross, owner.

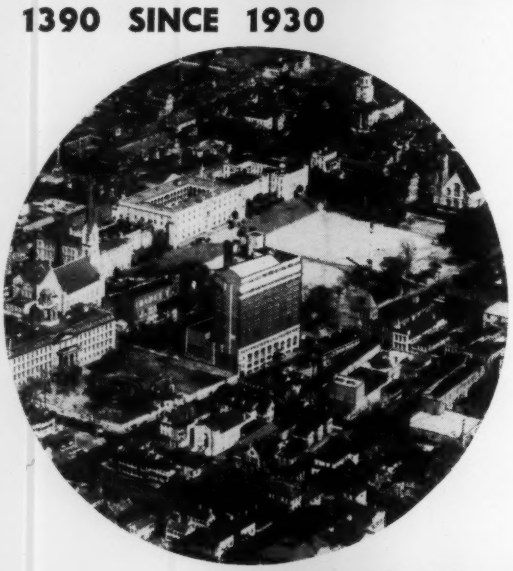
Los Angeles 4—184 S. Alvarado. Tel.: Dunkirk 7-2148.

S. Nyack, N. Y.—156 Piedmont Ave. Tel.: 7-2506.

CHARLES ROSS ADV. AGENCY
1418 N. Highland Ave., Hollywood 28
Tel.: Hudson 2-1184

Radio Accounts: Barr Mfg. Co.; Hollywood Ranch Market; Mildred's Market; King Upholsterers; Home Interior Service; Vaughn Singer Motors; Newman Auctioneers.

In Charleston, S. C.
1390 SINCE 1930



Studios "Atop The Francis Marion Hotel"
WCSC
5,000 WATTS AM - 36,000 WATTS FM
The CBS Station for the Coastal Carolinas
THE MOST RECENT HOOPER REPORT ON THIS FIVE STATION MARKET, SHOWS THAT WCSC HAS AS MANY LISTENERS AS THE NEXT TWO LEADING STATIONS COMBINED.

ROSS, GARDNER & WHITE
2326 W. 8th St., Los Angeles 5
Tel.: Dunkirk 7-7211

Radio Dept.: Edward B. Ross, radio director; Frank Ryhlick, assistant radio director; William W. Schweit, radio timebuyer.

Radio Accounts: General Electric Supply Corp.; Jaclane of Calif.; See's Candy; Ashburn's Furniture Stores; Electro-Way Garbage Disposer.

BRINDLEY ROTH INC.
131 Lafayette W., Detroit 26

Radio Dept.: H. Benton Brindley.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400

Radio Dept.: Wilson Tuttle, vice president and radio director; K. S. Pratt, vice president.

Chicago 1—360 N. Michigan Ave. Tel.: Financial 6-1833. Norman Heyne, vice president.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 7593. Glenn Middleton, head of radio production.

Detroit 2—7430 Second Blvd. Tel.: Trinity 4-2200. Tod Reed, vice president and manager.

Cincinnati 2—Carew Tower. Tel.: Main 2413. John L. Magro, manager.

St. Louis 1—812 Olive St. Tel.: Main 0127. Oscar A. Zahner, senior vice president and manager.

Dallas 2—Reserve Loan Life Bldg. Tel.: V-4-4986. Roger Bacon, manager.

New Orleans 12—411 Carondelet Bldg. Tel.: CA 4559. James L. Hyde, manager.

Houston 2—712 Main St. Tel.: Charter 4-1741. W. Van A. Combs, manager.

Seattle 1—Northern Life Tower. Tel.: Elliott 1572. Francis G. Mullins, vice president and manager.

San Francisco 4—235 Montgomery St. Tel.: Exbrook 4616. John L. Harvey, vice president and manager.

Toronto—2 Toronto St. Tel.: Plaza 1515.

Radio Accounts: Allied Florists (S); Chrysler (Dodge) (S); D. L. & W. "Blue Coal" (N-S); Prest-O-Lite Battery (S); Auto-Lite (N); Garrett Co. (S); Lever Bros. U. S. (N-S); Lever Bros. Canada (N-S); Wrigley Gum (N); Griesedieck Brewery (S); Morris B. Sachs; Galveston-Houston Brewery (S).

LEWIS EDWIN RYAN
726 Jackson Place, N.W., Washington 6, D. C.
Tel.: Republic 7606

Radio Dept.: William J. Green, radio director and timebuyer.

S

MAXWELL SACKHEIM & CO.
670 Fifth Ave., New York 19
Tel.: Plaza 8-2086

Radio Dept.: Rae Elbroch, timebuyer.

Radio Accounts: Joy Hosiery Mills; Dilson Candy Co.; Popular Merchandise Club.

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1180

Radio Dept.: Stanley J. Keyes Jr., radio director.

Baltimore 18—2111 N. Charles St. Tel.: Belmont 7095.

Radio Accounts: Bisceglia Bros. Wines; Davison Chemical Corp. (S).

WALKER SAUSSY ADVERTISING
823 Perdido St., New Orleans
Tel.: Magnolia 3218

Radio Dept.: Walker Saussy, owner; J. Michael Verges Jr., radio director; Charles Bloom II, Moise Bloch, John Arthur, P. J. Stakelum Jr., Dorothea Schlesinger, account executives; Alvin Camus, radio timebuyer.

Radio Accounts: American Brewing Co. (R); Holsum Bakeries Inc.; Wm. B. Reily Co. Inc. (R); Elmer Candy Co.; Petrolane Gas Co. (R); Consolidated Companies Inc. (R).

FRANK B. SAWDON INC.
480 Lexington Ave., New York 17
Tel.: Plaza 5-2516

Radio Dept.: Frank B. Sawdon, president; Jerry Bess, vice president in charge of radio.

Chicago—75 E. Wacker Dr. Tel.: Dearborn 2-0826. Marty Hogan, manager.

Radio Accounts: Bond Television Inc.; Robert Hall Clothes (S); Abelson's Inc.

THE SAXTON AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 8-2142

Radio Dept.: H. Ellis Saxton; Thomas Landsiedel, account executive; Eunice Grobe, timebuyer.

SCHEIDLER, BECK & WERNER
487 Park Ave., New York 22

Radio Dept.: Vera Brennan, radio director and timebuyer.

SCHOENFELD, HUBER & GREEN LTD.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-0818

Radio Dept.: Lewis G. Green, radio director; Meritt R. Schoenfeld, account executive; Miriam R. Orr, timebuyer.

Radio Accounts: Bunte Candy; Enzo Jel Co.; Wakefield Coffee Co.

SCHOLTS ADV. SERVICE
1201 W. Fourth St., Los Angeles 17
Tel.: Michigan 2396

Radio Dept.: Tom D. Scholts, radio director; Ruth S. Arnot, timebuyer.

SCHWIMMER & SCOTT INC.
75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 2-1815

Radio Dept.: Evelyn Vanderpoeg, timebuyer.

SCOTT'S ADVERTISING AGENCY INC.
11 Pemberton Square, Boston 8
Tel.: Capital 7-2425

Radio Dept.: George L. Stingel, radio director and account executive; James H. Mohan, radio timebuyer.

J. B. SEBRELL ADVERTISING AGENCY
300 S. Los Angeles St., Los Angeles 13
Tel.: Madison 6-9397

Radio Dept.: J. B. Sebrell, radio director; Peggy Thomas, timebuyer; Henry Page, account executive.

Radio Accounts: Aleene's Corsage Kits; Sleep-Aire Mattress Co.; Budrow & Co.; Eject Donut Sales Co.; Multi-Flavor Inc.

RUSSEL M. SEEDS CO.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-1045

Radio Dept.: Jack Simpson, radio director; Merle Myers, timebuyer.

Hollywood 28—1469 N. Vine St. Tel.: Hudson 2-1206. Lionel C. Place, manager.

Indianapolis 4 — Lemcke Bldg. Tel. Market 1395.

Radio Accounts: Brown & Williamson Tobacco Co. (N-S); Pinex Co. (S); Procter & Gamble (N); Princeton Farms.

ROSCOE W. SEGAR AGENCY
2125 N. E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445

Radio Dept.: Roscoe W. Segar, account executive; D. D. Segar, timebuyer and account executive.

Radio Accounts: Niklas & Son; G. B. Wallace Co.

SHAFFER, BRENNAN, MARGULIS ADV. CO.
4 N. 8th St., St. Louis 1
Tel.: Main 2579

Radio Dept.: Sam B. Margulis, partner, radio director.

THE LEONARD SHANE AGENCY
1177 Wilshire Blvd., Los Angeles
Tel.: Michigan 3231

Radio Dept.: Leonard Shane, president; Robert S. Howell, production and radio director; J. M. Lench, Steve Shaffer, account executives; Jeanne McFarland, timebuyer.

THE SHAW CO.
816 W. 5th St., Los Angeles 13
Tel.: Mutual 5161

JOHN W. SHAW ADVERTISING
716 N. Rush St., Chicago 1
Tel.: Dearborn 2-5082

Radio Dept.: Richard Trentledge, radio director; Augusta Young, timebuyer; John W. Shaw, E. J. Hughes Jr., D. Guerrart, W. J. Wilmont, account executives.

Radio Accounts: Armour & Co. (N); Standard Milling (S).

XUM

SHERMAN & MARQUETTE
919 No. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000

Radio Dept.: Louis E. Tilden, radio director; Clifford E. Bolgard, timebuyer.

New York 20—10 Rockefeller Plaza. Tel.: Plaza 7-6400. John B. Crandall, timebuyer; William B. Templeton, radio director.

Radio Accounts: Colgate-Palmolive-Peet (N-S); The Quaker Oats Co. (N-S); The Nestle's Co. (S); Oscar Mayer & Co. (S).

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6625

Radio Dept.: B. R. Solomon, account executive; Maxine Ziv, timebuyer.

Radio Accounts: Rival Packing Co.; I. J. Gross Noodle Co.; Elam Mills; Arlington Park Jockey Club.

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Andover 3-6645

Radio Dept.: Georgia Xenos, radio timebuyer; Phil W. Tobias Sr., Phil W. Tobias Jr., Harry O'Niel, George O'Leary, Curtis R. Winters, account executives.

St. Louis—611 Olive St. Tel.: Chestnut 1162. Sherwin Tobias, vice president.

Dallas—1,000 Fidelity Bldg. Tel.: Prospect 8064. P. J. Crandall, vice president.

SIMON & GWYNN
622 Commerce Title Bldg., Memphis
Tel.: 5-2404

Radio Dept.: Milton Simon, H. N. Gwynn, partners, account executives; G. K. Leckie, W. E. Davidson Jr., account executives.

Radio Accounts: American Snuff Co.; American Tea & Coffee; Delta Chemical Co.; The HumKo Co.; Oliver-Finnie Co.; Ronco Foods.

JAMES F. SIMONS CO.
914 Sudekum Bldg., Nashville 3, Tenn.

there's only
ONE
KINGSPORT
and it's delivered by:

WKPT
250 WATTS — FULL TIME
—AND—
WKPT—FM
4.8 KW — FULL TIME
NBC AFFILIATE

5th LARGEST CITY
IN TENNESSEE*
57,000
POPULATION IN
METROPOLITAN AREA
*1950 Bureau of Census

yes, there's only
ONE
KINGSPORT

—Nat'l. Rep.—
DONALD COOKE
—Southern Rep.—
DORA-CLAYTON

SIMONS-MICHELSON CO.
Lafayete Bldg., Detroit 26
Tel.: Woodward 3-3000

Radio Dept.: R. N. Hughes, radio director.

Radio Accounts: Cunningham Drug Co.; E & B Brewing Co.; Gerson's Inc.; Koepplinger Bakery; Krun-Chee Potato Chips; Marshall Drug Co.; Benjamin Rich; Taylors Inc.; Velvet Peanut Products.

LEONARD M. SIVE ASSOC. INC.
22 W. 7th St., Cincinnati 2
Tel.: Garfield 3000

Radio Dept.: Robert G. Grannen, radio director; Patricia L. Mackzum, timebuyer; Frederick R. Sullivan, Leonard M. Sive, Cyril J. Wedding and Dorothy M. Grant, account executives.

Radio Accounts: The Rubel Baking Co.; Tom Collins Jr. Co.; Cincinnati Chevrolet Dealers; Queen Optical Co.; Rollmans & Sons Co.; Loring Andrews Co.; A. G. Schwab & Sons Inc.; The Dorsel Co.

SMITH & BULL AGENCY
6642 Sunset Blvd., Hollywood 28
Tel.: Hempstead 5671

Radio Dept.: Richard T. Parker, radio director; James T. Darden, radio timebuyer.

Radio Accounts: Marshall and Clampert (S); Western Harness Racing Assn. (S); Seaboard Finance Co. (S); Triangle Pub. (West Coast) (S).

SMITH, TAYLOR & JENKINS INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 1-9312

Radio Dept.: Les Sterne, radio director; Tom Cadden, script and production; Dick Pearson, script and publicity; Ron Taylor, Cook Thompson, Bob Quaid, Morris Tandy, Bill Sutherland, account executives.

CHARLES N. STAHL ADV. AGENCY
440 S. Boylston St., Los Angeles 17
Tel.: Madison 7844

Radio Dept.: John F. Courcier, radio director and account executive; Kay Dunlap, timebuyer.

Radio Accounts: Dr. Beauchamp; Fletcher Jones.

STANLEY ADV. AGENCY INC.
2616 David Broderick Tower, Detroit 26
Tel.: Woodward 5-6155

Radio Dept.: Stanley Altschuler, president and radio director; Leonard Kotowski, account executive; Violet Skladd, timebuyer.

BARTON A STEBBINS
1250 Wilshire Blvd., Los Angeles 17
Tel.: Trinity 8821

Radio Dept.: E. C. Bloodworth, radio director; A. W. Gudelman, timebuyer; Mr. Gudelman and Nat Jeffras, account executives.

Radio Accounts: Signal Oil Co. (N), Certified Grocers of Calif.

HAL STEBBINS INC.
714 W. Olympic Blvd., Los Angeles 15
Tel.: Prospect 5317

Radio Dept.: Paul Winans, vice president; Harvey Q. Hickman, account executive.

Radio Accounts: Dr. Hiss Shoe Stores (N); Gold Medal Macaroni; Pellissier Dairy Farms; Slavick Jewelry Co.; XLNT Food Co.; Yami Yogurt Distributors (S).

STERLING ADVERTISING AGENCY
535 Fifth Ave., New York 17
Tel.: Murray Hill 7-3400

STOCKTON-WEST-BURKHART INC.
1300 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Dunbar 5600

Radio Dept.: Ranald S. West, vice president, director of radio; Miner Raymond III, manager of radio production; Robert A. McDowell, vice president and director of media; James A. Gray, radio timebuyer; Lawrence G. Puchta, J. J. H. Phillips, account executives.

New York 22—501 Madison Ave. Tel.: Eldorado 5-1041. Richard Dunn, manager.

Radio Accounts—C. G. & E.; Ohio Oil (RN); Hudepohl (RN-S); Mosler Safe Co.

STOCKWELL & MARCUSE
1407 Industrial Bank Bldg., Detroit 26
Tel.: Woodward 1-4484

Radio Dept.: William H. Stockwell, Philip R. Marcuse, Donald S. Hodgins, account executives.

Radio Accounts: Automobile Club of Michigan; Industrial Nat'l Bank; Sams Inc.; Star Carpet Cleaning Co.; Bruce Wigle Co.; Merchants & Merchandise Bank; Detroit Creamery Co.; Dick Connell Chevrolet; Detroit Builders Show; Thomas J. Doyle Co.; Glitter Products Co.

STORM & KLEIN INC.
50 E. 42d St., New York 17
Tel.: Murray Hill 7-4460

Radio Dept.: Edward Klein, media director; Arthur Klein, timebuyer.

Radio Accounts: The Tintex Co. (tints and dyes) (S); Park & Tilford Inc. (cosmetics and perfumes) (S).

STRANG & PROSSER ADVERTISING AGENCY
Securities Bldg., Seattle 1
Tel.: Main 2552

J. M. STRAUS & CO.
422 So. Western Ave., Los Angeles 5
Tel.: Dunkirk 3-5072

Radio Dept.: Jack M. Straus

STREET & FINNEY INC.
76 9th Ave., New York 11
Tel.: Watkins 4-8510

Radio Dept.: Howard Miller, radio program director; Warren Faxon, John T. Kelly Jr., Robert Finney, account executives; Helen A. Thomas, timebuyer.

Chicago 3—120 S. LaSalle St. Tel.: Randolph 6-3657. Frank E. Duggan, account executive.

Radio Accounts: Foster Milburn Co. (S); Chattanooga Medicine Co. (S); G. T. Fulford Co. (S); Serutan Co. (S).

CHARLES R. STUART ADV.
625 Market St., San Francisco
Tel.: Douglas 2-2438

Radio Dept.: Fred M. Parke, account executive.

Radio Accounts: Bank of America (N).

DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16
Tel.: Hancock 6-7643

Radio Dept.: Eugene Stafford, radio director.

Radio Accounts: F. H. Snow (S); Hamid Morton Circus (S); Revere Racing (S); Middlesex County Banks; Eastern Mass. State Railway Co.; R. S. Robie Inc.; Carlings Red Cap Distributors; Kaler, Carney, Liffler & Co.; Hickox School; Nutters System; Wilbur-Williams (S).

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
437 Fifth Ave., New York 16
Tel.: Oregon 9-2500

Radio Dept.: Philip H. Cohen, vice president and radio director; Arthur S. Pardoll, radio business manager.

Hollywood 28—6253 Hollywood Blvd. Tel.: Gladstone 5048. John J. Van-Nostrand, vice president and radio director.

Radio Accounts: American Chicle Co.; American Cigarette & Cigar Co.; American Petroleum Institute; Carter Products Inc.; J. H. Filbert Inc.; Grove Labs Inc.; Lever Bros. Co.; McCormick & Co. Inc.; Noxzema Chemical Co.; Rubsam & Horrman Brewing Co.; Simoniz Co.; Smith Bros.; Speidel Corp.; Whitehall Pharmacal Co.

SYMONDS, MacKENZIE & CO. INC.
407 S. Dearborn St., Chicago 5
Tel.: Wabash 2-8056

Radio Dept.: J. Morse Ely, radio director.

T

TAGGART & YOUNG
7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108

Radio Dept.: E. L. Taggart, Douglas R. Young, account executives; Ray Lewis, radio director and timebuyer.

Radio Accounts: Pontiac Dealers Club of S. Calif.

TATHAM-LAIRD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Randolph 6-2171

Radio Dept.: George A. Bolas, radio director; Paul Schlesinger, Joseph Perry, radio timebuyer.

New York 22—595 Madison Ave. Tel.: Plaza 3-7057. Lawrence Holcomb.

Radio Accounts: General Mills Inc. (N); The Toni Co. (N); George Wiedemann (S).

(Continued on page 364)

"San Diego's Only 24-Hour Music Station"
KSON

• If you are looking for power, KSON has the kind that counts . . . *the power of the largest listening audience per dollar in the San Diego market!*

• KSON share of audience in its market, *mornings* and *afternoons*, was higher than any other unaffiliated station's share of audience in its market, on the entire Pacific Coast.

—Radio Audience Indexes unaffiliated stations, July-Aug. '51

Call your nearest Forjoe office for saturation power-packed-spot rates, as low as: 6 spots daily only $3 each!

KSON is the AIMS station for San Diego, which means the leading independent in San Diego, California

AIMS
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

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ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812

Radio Dept.: George Taylor, timebuyer; Carl Christopher, account executive.

Radio Accounts: J. E. French Co.; Hoberg's Resorts; Byington Electric Exposition Fish Grotto; Glad Tiding Temple; Doelger Homes; Panelli's; Electra Sewing Center; North Bay Elec.; Roberts at the Beach; Stage Door Theatre; Farber's Jewelers.

J. WALTER THOMPSON COMPANY
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

Radio Dept.: Stanley Resor, president; John U. Reber, vice president in charge of radio; James O. Luce, Anne C. Wright, Jayne M. Shannon, timebuyers; Virginia Spragle, H. Bart McHugh Jr., Howard Reilly, radio talent buyers.

Chicago—410 N. Michigan Ave. Tel.: Superior 7-0303. George C. Reeves, manager; Harold R. Rorke, radio director; Ed Fitzgerald, radio timebuyer.

San Francisco—320 California St. Tel.: Garfield 3510. Henry T. Stanton, vice president and general manager; Fred Fidler, vice president and manager; Frances Austin, radio timebuyer.

Los Angeles—6399 Wilshire Blvd. Tel.: Madison 2661. Cornwell Jackson, vice president; James L. Thompson, general manager; Eileen Henriquez, radio timebuyer.

Radio Accounts: P. Ballantine & Sons (S); Bowman Dairy Co. (S); Douglas Aircraft Co. (S); Fanny Farmer Candy Shops (S); Ford Dealer Adv. Assns. (S); Indiana Bell Telephone Co. (S); Johns-Manville (N); Kilmer & Co. (S); Kraft Foods Co. (N-S); Lever Bros. (N-S); Libby, McNeill & Libby (S); Meyenberg Milk Products (S); Michigan Hospital Service (S); Northern Trust Co. (S); Olive Advisory Board (S); Owens-Illinois Glass Co. (S); Pan American World Airways (S); Pan American-Grace Airways (S); Penick & Ford Ltd. (S); RCA (N-S); Real Gold Citrus Products (S); Safeway Stores Inc. (S); Shell Oil Co. (S); Southwest Airways Co. (S); Standard Brands Inc. (S); Swift & Co. (S); Ward Baking Co. (S); Yellow Cab Co. (S).

ARTHUR TOWELL INC.
119 Monona Ave., Madison 3, Wis.
Tel.: 6-2668

Radio Dept.: Phillip Davies, radio director.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404

Radio Dept.: Philip A. Baecker, timebuyer; Larry A. Wolfe, writer; Frank S. Kent, William Irwin Tracy, account executives.

Radio Accounts: H. C. Brill Co. Inc.; Taylor Reed Corp., Utility Co.

TRACY-LOCKE COMPANY
1307 Pacific Ave., Dallas 1
Tel.: Prospect 8655

Radio Dept.: Philip L. McHugh, radio director.

TURNER ADVERTISING AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426

Radio Dept.: John K. Turner, J. Gordon Turner, Robert B. Wesley, A. F. Marthens.

Radio Accounts: Burton-Dixie Corp.

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C. J. ULRICH & ASSOC.
127 N. Dearborn St., Chicago 2
Tel.: Dearborn 2-5465

Radio Dept.: C. J. Ulrich

V

VANSANT, DUGDALE & CO.
15 E. Fayette St., Baltimore 2
Tel.: Lexington 5400

Radio Dept.: Robert V. Walsh, radio director; Rita G. Eastman, assistant radio director; Mr. Walsh, Miss Eastman, Gertrude M. Talbot, timebuyers; R. E. Daiger, C. M. Buchanan, H. G. Erck, T. F. C. Quinn, D. J. Loden, account executives.

Radio Accounts: Anchor Post Products; Baltimore Nat'l Bank; Black & Decker (home utilities); Charles D. Briddell; Central Savings Bank; The Crosse & Blackwell Co.; Equitable Trust Co.; Eastern Venetian Blind; A. B. Farquhar; Fram Corp. (automotive); Gibbs & Co.; International Bedding; Kent-Coffey Mfg. Co.; Koppers Co. (American hammered); Manhattan Laundry; Glenn L. Martin Co.; Maryland Title Guarantee Co.; F. S. Royster Guano Co.; Schluderberg-Kurdle Co.; Sherwood Bros. Inc.; B. F. Shriver Co.; Tilghman Packing Co.; U. S. F. & G. and F. & G.; Weaver Bros. & Interstate; U. S. Second Army.

CARLO VINTI ADVERTISING
431 Fifth Ave., New York 16
Tel.: Murray Hill 9-8476

Radio Dept.: Carlo Vinti, timebuyer; Louise Vinti, program, Beatrice Messina, secretary.

San Francisco, Philadelphia and Chicago branch offices.

W

GEOFFREY WADE ADVERTISING
20 N. Wacker Drive, Chicago 6
Tel.: State 2-7369

Radio Dept.: Paul McCluer, general manager; Louis J. Nelson, media director; Jack Farnell, director of radio operations; D. S. Williams, radio timebuyer.

Hollywood 28—6223 Selma Ave. Tel.: Hillside 7457. R. E. Dwyer, manager; Forrest F. Owen Jr., radio director; Ed Pierce, asst. radio director.

Radio Accounts: Miles Labs (N-S); Murphy Products Co. (S); De Mets Inc. (S).

LOUIS E. WADE INC.
204 Paramount Bldg., Fort Wayne 2
Tel.: Anthony 6282

Radio Dept.: Louis E. Wade, account executive and timebuyer; G. W. Hahn, account executive.

Radio Accounts: ABC Coach Lines; G. E. Bursley Co.; The Howard Co.; Patterson-Fletcher Co.; Meyer Drug Co.; Wolf Bedding Co.

HUGO WAGENSEIL & ASSOC.
Talbott Bldg., Dayton 2
Tel.: Hemlock 5542

WALKER & DOWNING
532 Oliver Bldg., Pittsburgh 22
Tel.: Grant 1-1900

Radio Dept.: Robert Stevens, Charles Urquhart, co-directors and timebuyers; William O. Burge, Frank A. Orr, assistant directors.

Radio Accounts: Pittsburgh-Consolidated Coal; Champion Coal; Sterling Oil; Colonial Biscuit; Jersey Farms; Duquense Brewing; Galen Labs; Fan Tan Gum.

WALLACE-FERRY-HANLY CO.
400 W. Madison St., Chicago 6
Tel.: Franklin 2-6440

(For Personnel, see Hanly, Hicks and Montgomery.)

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5800

Radio Dept.: William P. Warwick, radio-TV director; Robert Steen, assistant radio-TV director; Tevis Huhn, radio director.

Los Angeles 5—2405 W. 8th St. Tel.: Dunkirk 3-1141. Cecil Underwood, radio director.

Radio Accounts: Equitable Life Assn. Soc. (N); Pabst Sales Co. (N-S); Hoffman Beverage Co.; Larus & Bros. Co. (S); Ex-Lax Inc. (S); Los Angeles Brewing Co.; Kingan & Co. (N-S).

WATTS, PAYNE-ADVERTISING
900 S. Main St., Tulsa 3
Tel.: 3-8108

Radio Dept.: Don Mitchell, radio director; Don Watts, president; Leslie S. Hauger, vice president.

Dallas—Fidelity Bldg. Tel.: Riverside 5201. Marie Callahan, radio director; Burke Gilliam, manager.

Radio Accounts: Oklahoma Tire & Supply Co.; Tennessee Dairies; United Federal Savings & Loan; Mid-West Chevrolet; Bell Oil & Gas Co.; White Auto Stores; Blackburn's Syrup; Bryan & Sons.

WAXELBAUM ADVERTISING CO.
10 E. 43rd St., New York 17
Tel.: Murray Hill 2-7398

Radio Dept.: Ben Waxelbaum, in charge of radio and timebuyer.

LUTHER WEAVER & ASSOC.
405 Oppenheim Bldg., St. Paul 1
Tel.: Garfield 4715

Radio Dept.: Luther Weaver, radio director; Don Gardner, account executive.

Radio Accounts: Paint Mfg. Co.; also includes foods and grain marketing (N), and a bank.

THE ARMAND S. WEILL CO.
170 Franklin St., Buffalo 2
Tel.: Washington 6250

Radio Dept.: Alice C. Taylor, manager, media department; Ben H. Bermin, co-ordinator of radio; Don Wells, RFD director.

Toronto 2—225 Mutual St. Tel.: Empire 3-5112. Allan F. Waters, general manager.

MILTON WEINBERG ADVERTISING
3508 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 34134

Radio Dept.: William H. Krauch, director; Bernard Weinberg, talent buyer; Selma Solmann, timebuyer.

WILLIAM H. WEINTRAUB & CO.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-3900

Radio Dept.: Harry Trenner, vice president in charge of radio; Carlos A. Franco, general manager radio; Gladys York, timebuyer.

WEISS & GELLER INC.
400 N. Michigan, Chicago 11
Tel.: Delaware 7-1124

Radio Dept.: Marvin L. Mann, vice president, secretary and radio director; Helena Clayton, timebuyer.

WELSH-HOLLANDER ADVERTISING
412 W. 6th St., Los Angeles 14
Tel.: Michigan 0876

Radio Dept.: Henry W. Welsh, A. M. Hollander.

XUM

WERTHEIM ADVERTISING ASSOC.
11 W. 42d St., New York 18
Tel.: Wisconsin 7-5978

Radio Dept.: Edward L. Wertheim, Madeline George, Ray Buras.

THE WESLEY ASSOCIATES
347 Madison Ave., New York 17
Tel.: Murray Hill 6-7077

Radio Dept.: Harry Weiner, media director.

Radio Accounts: Cigar Enjoyment Parade (S); Shulton Inc. (N-S).

WESTERN ADVERTISING AGENCY
668 S. Coronado, Los Angeles 5
Tel.: Dunkirk 7-7367

Radio Dept.: Milton V. Carlson, radio director; Ruth Johnson, timebuyer; Ed Lytle, agency producer.

Radio Accounts: Voice of Prophecy Inc. (N-S); Inter-American Division, SDA (S); Art Frost; Ontra Cafeterias; Live Food Products; Stationers' Corp.

WHITE ADVERTISING AGENCY
19 W. 10th, Tulsa, Okla.
Tel.: 2-5194

Radio Dept.: Marguerite Cunningham, John Howley, account executives.

Oklahoma City—415 Commerce Exchange. Stephen Olesiuk, account executive.

WESTHEIMER & BLOCK
315 N. Seventh St., St. Louis 1
Tel.: Garfield 4080

Radio Dept.: Louis E. Westheimer, partner; Frank Block, partner; Biron Valier, copy chief; Emma D. Brohr, copy and research; Donald Scott, copywriter; Betty J. Stillman, media director.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214

Radio Dept.: G. B. Winkler, director.

San Francisco 3—785 Market St. Tel.: Garfield 1-1716. A. M. Adlett, account executive.

Seattle 4—Dexter-Horton Bldg. Tel.: Mutual 1066. Welles Wiley, vice president.

Portland 5—American Bank Bldg. Tel.: Broadway 7373. Richard Stanton, vice president.

Long Beach 12—602 Pacific Ave. Tel.: 7-5171. Jack Horner, manager.

TOM WESTWOOD ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 8496

Radio Dept.: Tom Westwood, account executive; Agnes M. Larson, timebuyer.

Radio Accounts: Hebrew Christian Hour (N); Voice of China (N); Fundamental Evangelistic Assn.; So. Calif. Lutheran Synod; Showers of Blessing; Bible Treasury Hour (N).

WARD WHEELOCK COMPANY
2400 Lincoln Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6-7500

Radio Dept.: Russ Johnston, vice president, radio director; Robert G. Alexander, general manager; John deBevec, media director.

Hollywood—Calif. Bank Bldg. Tel.: Hillside 7521. Carroll Carroll, vice president.

New York—444 Madison Ave. Tel.: Plaza 3-7120.

THOMAS C. WILSON ADV. AGENCY
P. O. Box 1011, Reno, Nev.
Tel.: 27011

Radio Dept.: Roy Powers, Thomas C. Wilson, account executives; Effie Mitchell, timebuyer.

Radio Accounts: Reno Chamber of Commerce; Bonanza Air Lines; Reno Brewing Co.; Harolds Club; First Nat'l Bank of Nevada; Crescent Creamery.

WINIUS-BRANDON CO.
1706 Olive St., St. Louis 3
Tel.: Chestnut 6380

Radio Dept.: Vernon L. Morelock, vice president and radio director; Rosalie A. Babich, assistant radio director; William S. Sanborn, Walter W. Winius, account executives.

Radio Accounts: Deep Rock Oil Corp.; Wayco Petroleum Co.; American Packing Co.; Mexican-American Hat Co.; Cole Milling Co.

WOLFE-LICLING-CONKEY INC.
76 Adams West, Detroit 26
Tel.: Woodward 1-1865

Radio Dept.: Cyrilla Anderson, radio director; Robert Mulvogue, Allen Storey, Claire Jickling, Albert Conkey, account executives.

Radio Accounts: J. L. Hudson Co.; Morley Bros.; Employers' Assn. of Detroit (S).

WOODARD & VOSS INC.
24 James St., Albany, N. Y.
Tel.: 3-1248

Radio Dept.: Philip Voss, radio director and account executive; Tedford Woodard, account executive.

WORTMAN, WILCOX & CO. INC.
345 Madison Ave., New York 17

Tel.: Murray Hill 4-5920

Radio Dept.: Elbert B. M. Wortman, director and account executive; Hortense Essler, timebuyer.

Y

YAMBERT PROCHNOW McHUGH & MACAULAY INC.
220 N. Canon Drive, Beverly Hills, Calif.
Tel.: Bradshaw 25418, Crestview 55531

Radio Dept.: Tom Monahan; Ralph Yambert, radio director; Raymond E. Prochnow.

Radio Accounts: First Thrift of L. A.; Superior Macaroni Co.; Lorraine Burton Foods Co.; Magnetic Springs Water Co.; Jessica Somers Driver; Wetherby-Kayser Shoe Stores; Calif. School of Practical Nursing; Western Confections Co.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000

Radio Dept.: Everard W. Meade, vice president and director of radio and in charge of production; Joseph A. Moran, vice president and associate director of radio; David Levy, vice president in charge of radio talent and new programs; Rodney Erickson, supervisor of radio operations; John L. Swayze, manager, radio commercial copy; Harry Rauch, manager, radio publicity department; Frank Coulter Jr., manager, radio timebuying.

Chicago 1—333 N. Michigan Ave. Tel.: Financial 6-0750. Philip Bowman, radio director; Marion Reuter, chief timebuyer; Margaret Alger, Kay B. Presnell, radio timebuyers.

Detroit 26—645 Griswold St. Tel.: Woodward 1-0067.

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-6977. Edward Merrill, vice president and manager; James McManus, radio timebuyer.

Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 9-2731. Walter Bunker, vice president and manager, radio; Edward Meade, vice president and director, radio; Milton Samuel, manager, radio publicity.

Montreal — University Tower. Tel.: Plateau 4691. Jean-Francois Pelletier, radio.

Toronto 1—Bank of Nova Scotia Bldg. Tel.: Adelaide 5035. George Lamont, media supervisor; W. D. Byles, radio supervisor.

Mexico, D. F.—Edijo 7-Sexto Piso. Tel.: 10-49-00. Luis Gurza, vice president and radio supervisor.

London—Roxburghe House. 285 Regent St. W1. Tel.: Regent 0211-4. George D. Bryson, managing director.

Radio Accounts: The Borden Co. (S); Bristol-Myers Co. (N); General Foods (N-S); Gulf Oil Corp. (N-S); Duffy-Mott Co. Inc. (N); Thomas J. Lipton Inc. (N); Metropolitan Life Insurance Co. (N); Petri Wine Co. (N); Purity Bakeries (S); Rath Packing Co. (N); Schlitz Brewing Co. (S); Singer Sewing Machine Co. (S), and others.

Z

ZIMMER, KELLER & CALVERT INC.
28 Adams Ave., W., Detroit 26, Mich.
Tel.: Woodward 1-9151

Radio Dept.: A. H. Ritter, radio director; Clyde Vortman, timebuyer; John Buzby, Robert Marker and Richard Long.

Radio Accounts: General Mills Inc.; Stroh Brewery Co.; Farmers & Manufacturers Beet Sugar Assn.

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AND THEIR AGENCIES

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A

ABBOTTS DAIRIES Inc., 3041 Chestnut, Philadelphia 4, Pa., dairy products and ice cream. Adv. Exec.: George G. Diffenback. Agency: Richard A. Foley Inc., Philadelphia. Acct. Exec.: Lee E. Hood.

ABRAHAM & STRAUS, 420 Fulton, Brooklyn, N. Y., department store. Adv. Exec.: Edgar Berman. Agency: Kiesewetter & Asso., N. Y.

THE ABSORENE MFG. Co., 1609 17 N. 14th St., St. Louis 6, Mo., wallpaper & household cleaner, crystals water softener & laundry aid. Adv. Exec.: Charles J. Dietrich.

ACME BREWERIES, 762 Fulton, San Francisco 1, Calif., beer. Adv. Exec.: Neil Weeks. Agency: Foote, Cone & Belding, S. F.

ACME-EVANS CO. Inc., 902 W. Washington Ave., Indianapolis 9, Ind., All Purpose flour, cake flour, white and yellow corn meal, mixed commercial feeds. Adv. Exec.: Wm. H. Bowman. Agency: A. L. Perkins Co., Indianapolis, Ind. Acct. Exec.: Tobin C. Carlin.

AC SPARK PLUG DIVISION GENERAL MOTORS Corp., Flint 2, Mich., spark plugs, oil filters, fuel pumps, speedometer cables, air cleaners, tachometers, etc. Adv. Exec.: F. E. Ray. Agency: D. P. Brother & Co., Detroit. Acct. Exec.: T. F. Campbell.

ADAMS CORPORATION — KORN KURLS Div., 1126 Harvey, Beloit, Wis., Adams Korn Kurls, Adams Kornfections, Adams Kurley Kues. Adv. Exec.: R. S. Hartman. Agency: C. Wendel Muench & Co., Chicago, Ill.

ADAM HAT STORES Inc., 665 Broadway, New York 12, hats. Agency: Ward Wheelock Co., Phila. Adv. Exec.: Jane Shaler. Acct. Exec.: A. A. Bailey.

ADELPHI PAINT & COLOR WORKS Inc., 8600 DuMont Ave., Ozone Park, N. Y., Redi-Blend paints. Adv. Exec.: Bernard N. Cullen. S. Agency: Robert J. Abramson & Assoc., N. Y. Acct. Exec.: Robert J. Abramson.

ADLER SHOES FOR MEN, 122 E. 42nd, New York 17, N. Y. Shoes. Adv. Exec.: Herbert M. Adler. Agency: Frederick-Clinton Co. Inc., N. Y. Acct. Exec.: Harold Rieff.

ADMIRAL CORP., 3800 Courtland St., Chicago, Admiral Radios, Television Receivers and Appliances. Adv. Exec.: S. D-C. Seymour Mintz. Radio Adv. Exec.: Edwin J. Sherwood. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: Peter Finney.

ADOLPH'S FOOD PRODUCTS, 7511 Santa Monica Blvd., Los Angeles 16, Calif., seasoned meat. Adv. Exec.: Robt. H. Deutsch. Agency: Mayers Co. Inc., L. A. Acct. Exec.: James P. Shelley.

AEROLUX LIGHT CORP., 653 11th Ave., New York 19, N. Y., Aerolux Lights. Adv. Exec.: P. J. Kayatt.

AETNA PLYWOOD & VENEER Co., 1731 Elston Ave., Chicago, plywood, veneers and allied products. Adv. Exec.: George Garland. D-C. Wamsley & Heer Inc., Chicago. Acct. Exec.: R. Heer.

AIR KING PRODUCTS Co., Inc., 170 53rd, Brooklyn 32, N. Y., radios, television and wire recorders. Adv. Exec.: Edwin Weisl. Agency: Bennett, Walther & Menadier, N. Y.

AIRLINE FOODS Corp., 1130 Elizabeth Ave., W., Linden, N. J., coffee, tea, fruit products, macaroni, macaroni products and dessert products. Adv. Exec.: Fred Matthei. Agency: Chambers & Wiswell Inc., Boston, Mass.

AIRADIO Inc., Melrose Ave. & Barry Pl., Stamford, Conn., aircraft communications equipment and variable condensers. Adv. Execs.: W. E. Burgess & W. L. Gustavson. Agency: Hugh Graham & Assoc. Inc., New Britain, Conn.

ALABAMA - GEORGIA SYRUP Co., North Court, Montgomery, Ala., syrup. Adv. Exec.: J. E. Griggs. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joe L. Killeen.

ALBERS MILLING Co., 5045 Wilshire Blvd., Los Angeles 36, Cal., cereals, feeds and dog food. Adv. Exec.: Wm. N. Huse. Agency: Erwin, Wasey & Co., L. A. Acct. Exec.: Eric Lifner.

ALL-AMERICAN DRINKS Corp., 55 W. 42nd, New York 18, N. Y. "Joe Louis" Punch. Adv. Exec.: John Roxborough. Agency: W. B. Graham & Assos. Inc., N. Y. Acct. Exec.: V. H. Cooke.

ALLEN EDMONDS SHOE CORP., Belgium, Wis., shoes. Adv. Exec.: Rich Allen. Agency: Jim Baker Assos., Milwaukee. Acct. Exec.: H. A. Dillon.

J. P. ALLEN & Co., 215 Peachtree, N. E., Atlanta, Ga., apparel. Adv. Exec.: Sarabelle Slicer. Agency: Spadea Inc., N. Y. Acct. Exec.: James V. Spadea.

ALLEN MFG. Co., 300 10th Ave., Nashville, Tenn., ranges, heaters and oil burning appliances. Adv. Exec.: M. M. Dowlen.

ALLES & FISHER Inc., 716 Columbus Ave., Boston 20, Mass., cigars. Adv. Exec.: Simon C. Hyneman. Agency: L. B. Hawes General Adv., Boston.

ALLIED MILLS, Inc., Board of Trade Bldg., Chicago, Ill., flour, pancake flour and feeds. Adv. Exec.: John L. Richardson. Agency: Western Adv., Chicago, Ill. Acct. Exec.: Lee Hammett.

ALLIS-CHALMERS MFG. Co., Tractor Div., Milwaukee, farm equipment. Adv. Exec.: Charles N. Karr. Radio Adv. Exec.: Reuben L. Smith. N. Agency: Bert S. Gittins Adv., Milwaukee. Acct. Exec.: G. L. Seaman.

ALLSTATE INSURANCE Co., 3245 W. Arlington St., Chicago, Ill., automobile insurance. Adv. Exec.: Robert E. Gorman. S. Agency: Christiansen Adv., Chicago. Acct. Exec.: H. E. Christiansen.

ALTES BREWING COMPANY, 3765 Hurlbut Ave., Detroit 14, Mich. Altes Lager Beer. Adv. Exec.: Francis L. Congdon. Agencies: McCann-Erickson, Detroit. Acct. Exec.: H. Doering. Ross Roy Inc., L. A.

ALTORFER BROS., Co., East Peoria 8, Ill., ABC washers & ironers. Adv. Exec.: H. W. Altorfer. Agency: Cramer-Krasselt Co., Milwaukee.

AMANA REFRIGERATION Inc., Amana, Iowa, food freezers and refrigerators. Adv. Exec.: M. E. Morris. Agency: Maury, Lee & Marshall, N. Y. Acct. Exec.: Maury Bergman.

FRED W. AMEND Co., 805 No. Griffin, Danville, Ill. Chuckles Candy. Adv. Exec.: Fred W. Amend. Agency: Henri, Hurst & McDonald, Chicago.

AMERICAN BAKERIES Co., 520 Ten Pryor Street Bldg., Atlanta 1, Ga., bread, cakes & crackers. Adv. Exec.: W. E. Tompkins. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BEAUTY MACARONI, Kansas City Div., 552 Campbell St., Kansas City, Mo., macaroni, spaghetti and egg noodles. Adv. Exec.: Ralph Sari. S. D-C. Agency: Rogers & Smith, Kansas City. Acct. Exec.: Mori Greiner.

AMERICAN BIRD PRODUCTS Inc., 2610 W. 25th Pl., Chicago 8, bird foods. Adv. Exec.: Fred Marstella. Agency: Bergen LaGrange, Indianapolis.

AMERICAN BREWING Co., 717 Bienville, New Orleans 2, La. Regal Beer. Adv. Exec.: J. Eddie Reed. Agency: Walker Saussy-Adv., New Orleans.

AMERICAN CHICLE Co., 3030 Thomson Ave., Long Island City, N. Y., Chiclets, Black Jack, Beeman's Pepsin, Dentyne and Adams Pepsin chewing gums. Adv. Exec.: Russell L. Harris. N. S. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. Acct. Exec.: G. W. Anderson. Dancer-Fitzgeral-Sample, N. Y. Acct. Exec.: R. J. Cabrera.

AMERICAN CIGARETTE & CIGAR Co., 111 Fifth Ave., New York 3, N. Y., Pall Mall Cigarettes, Antonio y Cleopatra & International Cigars. Adv. Execs.: A. Gordon Findlay (Cigars) & Alan C. Garratt (Cigarettes). Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

AMERICAN COFFEE COMPANY Inc., 800 Magazine, New Orleans 10, La., French Market, French Opera, Morning Joy, and St. Charles Coffees. Adv. Exec.: George W. Dodge. Agency: Bauerlein Inc., New Orleans. Acct. Exec.: Clark Salmon Jr.

AMERICAN CRANBERRY EXCHANGE, 90 W. Broadway, New York 7, N. Y., cranberries. Adv. Exec.: Harold E. Bryant. Agency: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: Leicester H. Sherrill.

AMERICAN DRY MILK INSTITUTE, Inc., 221 No. La Salle, Chicago 1, Ill., dry milk solids. Adv. Exec.: B. W. Fairbanks. Agency: Glenn, Jordan, Stoetzel Inc., Chicago.

AMERICAN EXPRESS Co., 65 Broadway, New York, Travelers Cheques. Adv. Exec.: James K. McArthur. S. Agency: Benton & Bowles, N. Y. Acct. Exec.: Lester Rounds.

AMERICAN FRIGID - DOUGH, Inc., 4920 W. Madison, Chicago 44, Ill., Frigid-Dough. Adv. Exec.: Marvin R. Polkow. Agency: Schwimmer & Scott, Chicago.

AMERICAN FRUIT GROWERS Inc., 122 E. 7th, Los Angeles 14, Calif., fresh fruits, vegetables and frozen foods. Adv. Exec.: Nelms Black. Agency: Mogge-Privett Inc., L. A.

AMERICAN GIRL SHOE Co., 120 Kingston, Boston 11, Mass., girl shoes. Adv. Exec.: O. J. Sullivan. Agency: Bresnick & Co., Boston, Mass. Acct. Exec.: Oscar Bresnick.

AMERICAN HOME FOODS Inc., 22 E. 40th, New York 16, N. Y., baby food, baking mix, Chef-Boy-Ar-Dee products. Adv. Exec.: Warren Tingdale. Agencies: Young & Rubicam, N. Y.; Ted Bates & Co., N. Y.; W. Earl Bothwell Inc., N. Y.

AMERICAN INDEMNITY Co., P. O. Box 1259, Galveston, Texas, insurance. Adv. Exec.: C. S. Kuhn.

AMERICAN LADY Inc., 148 Madison Ave., New York 16, N. Y., foundation garments and brassieres. Adv. Exec.: L. V. Dougherty.

AMERICAN LIFE & ACCIDENT INSURANCE Co., 3805 Lindell Blvd., St. Louis, Mo., insurance. Adv. Exec.: S. B. Hunt. Agency: Advertising Radio Service Co., St. Louis.

AMERICAN LIMOGES CHINA CO. Inc., 787 11th Ave., New York 19, dinnerware. Agency: Scheck Adv. Agency, Newark.

AMERICAN LUGGAGE WORKS Inc., 699 Elmwood Ave., Providence 7, R. I., luggage. Adv. Exec.: Edgar A. Barwood. Agency: The Reingold Co., Boston. Acct. Exec.: Harold Reingold.

AMERICAN MAIZE-PRODUCTS Co., 100 E. 42nd, New York 17, syrups, sugars, starches, oil & chemicals & instant dessert. Adv. Exec.: James B. Melick. Agency: Kenyon & Eckhardt, N. Y.

AMERICAN MOLASSES Co., 120 Wall, New York 5, molasses. Adv. Exec.: John G. Jones. Agency: Chas. W. Hoyt Co., N. Y.

AMERICAN OIL CO., American Bldg., Baltimore 2, Md., Amoco gas and petroleum products. Adv. Mgr. E. F. Kalkhof. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: John T. McHugh.

AMERICAN POP CORN Co., Sioux City 6, Iowa. Jolly Time Volumized Pop Corn. Adv. Mgr.: S. A. Thatcher. Agency: Buchanan-Thomas Adv. Co., Omaha. Acct. Exec.: Robert E. Savage.

AMERICAN SAFETY RAZOR Corp., 315 Jay, Brooklyn 1, razors, blades & lighters. Adv. Exec.: Charles Solomon. Agencies: Federal A. A., N. Y.; BBDO, N. Y.; McCann-Erickson, N. Y.; National Export Adv. Service, N. Y.; Young & Rubicam Ltd., London, W. I., England & F. H. Hayhurst Co. Ltd., Toronto, Canada.

AMERICAN STEEL WOOL MFG. Co. Inc., 42-24 Orchard, Long Island City 1, N. Y., scouring pads, steel wool in all forms. Agency: Needham & Grohmann, Inc., N. Y. Acct. Exec.: John Handley.

AMERICAN STORES Co., 424 No. 19th, Philadelphia 30. Adv. Exec.: Joseph S. Kraemer.

AMERICAN STOVE Co., St. Louis, gas ranges, oil stoves, oil heaters and oil furnaces. Adv. Exec.: Tom Gibbons. Agency: Krupnick & Assoc., St. Louis. Acct. Exec.: Tom J. Connelly.

AMERICAN SUGAR REFINING Co., 120 Wall, New York 5, sugars & syrup. Adv. Exec.: Paul Allen. Agency: Ted Bates & Co., N. Y.

AMERICAN TEA & COFFEE Co., 2424 Charlotte Ave., Nashville, Tenn., coffee and tea. Adv. Exec.: M. R. Bubis. S. Agency: Simon & Gwynn, Memphis. Acct. Exec.: Milton Simon.

AMERICAN TELEPHONE AND TELEGRAPH Co., 195 Broadway, New York 7. Radio Adv. Mgr.: Will Whitmore. Agencies: N. W. Ayer & Son, Philadelphia, and Cunningham & Walsh, New York.

AMERICAN TELEVISION, Inc., 5050 N. Broadway, Chicago, TV sets. Adv. Exec.: E. Conrad. Agency: Turner Adv. Agency, Chicago. Acct. Exec.: A. F. Marthens.

AMERICAN TOBACCO Co., 111 Fifth Ave., New York 3, tobacco, Lucky Strike and Herbert Tareyton cigarettes, Roi-Tan cigars, etc. Adv. Exec.: Albert R. Stevens. Agencies: BBDO, N. Y. (Acct. Exec.: Thayer Cumings); The M. H. Hackett Co., N. Y.; and Lawrence C. Gumbinner Adv. Agency, Inc., N. Y.

AMERICAN VITAMIN ASSOCIATES Inc., 6253 Hollywood Blvd., Hollywood 28, vitamins. Adv. Exec.: Fred J. Johnston. Agency: Counselors, Hollywood. Acct. Exec.: Frank J. Miller.

AMUROL PRODUCTS Co., 116 S. Michigan Ave., Chicago 3, Amurol Ammoniated Tooth Powder, Paste and Chewing Gum. Adv. Mgr.: B. S. Pefrulis. Agency: O'Neil, Larson & McMahon, Chicago.

ANAHIST Co. Inc., 21 Grey Oaks Ave., Yonkers, N. Y., Anahist tablets, atomizers and Hist-O-Plus. S. D-C. Agencies: BBDO, N. Y. Acct. Exec.: Herb West. Ted Bates & Co., N. Y. Acct. Exec.: C. L. MacNelly.

ANCHOR HOCKING GLASS CORP., Lancaster, Ohio, Fire-King ovenware and Fire-King dinnerware. Adv. Exec.: J. H. Gilluley. S. Agency: William H. Weintraub & Co., N. Y. Acct. Exec.: J. Reeder.

ANDURS SCOFIELD Co., 645 Oakland Park, Columbus, Ohio, peanut butter. Adv. Exec.: A. W. Jeager. Agency: Byer & Bowman, 203 E. Broad, Columbus. Acct. Exec.: Gene Hameroff.

ANGLO CALIFORNIA NATIONAL BANK OF SAN FRANCISCO, 1 Sansom St., San Francisco, Calif., banking services and automobile financing. Adv. Exec.: Monroe A. Bloom. N. S. D-C. Agencies: Foote, Cone & Belding, S. F. Acct. Exec.: Innis Bromfield. Gordon & Engelman, S. F. Acct. Exec.: Yvonne Engelman.

ANNIS FURS, 1274 Library, Detroit 26, furs. Adv. Exec.: Russell R. Taylor. Agency: W. B. Doner & Co., Detroit. Acct. Exec.: Felix Hower.

APEX ELECTRICAL MFG. Co., 1070 E. 152nd, Cleveland 10, Ohio, cleaners, washers & ironers. Adv. Exec.: Harry G. McDavitt, Jr. Agency: Meldrum & Fewsmith, Cleveland. Acct. Exec.: H. W. Cooper.

K. ARAKELIAN Inc., Madera, Calif. (operating as Mission Bell Wineries), wines. Adv. Exec.: Stanley Smith. Agency: Young & Rubicam, S. F.

ARBOGAST & BASTIAN Inc., 19 Hamilton, Allentown, Pa., canned meats. Adv. Exec.: John Shaffer. Agency: Kenneth Phifer Adv., Allentown.

ARIZONA BREWING Co. Inc., P. O. Box 1672, Phoenix, A-1 Pilsner Beer. Adv. Exec.: J. F. Lanser Jr. Agency: Advertising Counselors of Arizona, Phoenix. Acct. Exec.: Ivan Shun.

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ARKAY JUNIOR FROCKS Inc., 498 7th Ave., New York 18, dresses. Adv. Exec.: Max Picard. Agency: Douglas D. Simon Adv., N. Y.

ARKWRIGHT Inc., 128 W. 31st, New York 1, N. Y., ready-to-wear & general department store mdse. Adv. Exec.: Carl F. Gamer. Agency: Ralph Schockey, Larchmont, N. Y.

ARMAND COMPANY, 120 Des Moines, Des Moines 6, cosmetics, toiletries. Adv. Exec.: Carl Weeks. Agency: Ivan Hill Inc., Chicago. Acct. Exec.: Ivan Hill.

ARMOUR & Co., 4301 S. Racine, Chicago, grocery, meats and soap products. Adv. Exec.: D. B. Hause. Radio Adv. Exec.: H. H. Leland. N. S. D-C. Agencies: Foote, Cone & Belding, Chicago. Acct. Exec.: Jim Hill. John W. Shaw Adv., Chicago. Acct. Exec.: Edward Hughes.

ARMOUR & Co., Union Stock Yards, Chicago 9, meat, eggs, poultry, cheese, margarine & dog food. Adv. Exec.: D. B. Hause. Agencies: Foote, Cone & Belding, Chicago (Acct. Exec.: Carl Hertzberg); John W. Shaw Adv., Inc., Chicago; Smith, Taylor & Jenkins, Pittsburgh; Merrill Kremer, Inc., Memphis, Tenn., Olmsted & Foley, Minneapolis.

ARMSTRONG CORK Co., Liberty & Mary, Lancaster, Pa., linoleums. Adv. Exec.: Cameron Hawley. Agency: BBDO, N. Y. Acct. Exec.: Paul Markman.

ARMSTRONG PACKING Co., P. O. Box 549, Fort Worth 1, Tex., shortening & salad oil. Adv. Exec.: T. A. Platt. Agency: Couchman Agency, Dallas. Acct. Exec.: Albert Couchman.

ARNOLD & ABORN Inc., 243 Pearl, New York 7, Aborn's and Putnam Coffee. Adv. Exec.: Edward Aborn. Agency: Donahue & Coe, N. Y.

ARNOLD BAKERS Inc., 10 Traverse Ave., Port Chester, N. Y., bread, rolls and cookies. Adv. Exec.: J. Dudley Calhoun. Agency: Benton & Bowles, N. Y. Acct. Exec.: Lester S. Rounds.

ARROW MILLS Inc., Becker Ave., Houston 1, Tex. (subsidiary: Continental Grain Co., Chicago), flour & feeds. Agency: Aylin A. A., Houston. Acct. Exec.: Robert Aylin.

ASHLAND OIL & REFINING Co., 1409 Winchester Ave., Ashland, Ky., Ashland gasoline, motor oils, greases, napthas, kerosene, asphalts, road oils. Adv. Exec.: F. W. Munro. Radio Adv. Ass't.: R. S. Boyd. S. Agency: Byer & Bowman Adv., Columbus, Ohio.

ASSN. of AMERICAN RAILROADS, Transportation Bldg., 17 & H Sts., N. W., Washington, D. C. Adv. Exec.: Robert S. Henry. Agency: Benton & Bowles, N. Y. Acct. Exec.: John L. Cobbs Jr.

ATLANTA BAKING Co., 165 Bailey, S. W., Atlanta 3, bread. Adv. Exec.: Jacob Srochi. Agencies: Calvin Stanford Adv. Agency, Atlanta (Acct. Exec.: Calvin Stanford) & W. E. Long Co., Chicago.

ATLANTIC BREWING Co., 1549 W. Fullerton Ave., Chicago 14, Tavern pale beer. Adv. Exec.: Leo M. Lederer. Agency: W. B. Doner & Co., Chicago.

ATLANTIC COAST FISHERIES Co., 4 Fish Pier, Boston 10, Mass., frozen & fresh fish and fox & mink food. Adv. Exec.: Frank R. Dalton.

ATLANTIC REFINING Co., 260 S. Broad, Philadelphia 1, Pa., gasolines and motor oil. Adv. Exec.: Richard Borden. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: Norton Cotterill.

ATLANTIC SYRUP REFINING Corp., Richmond & Tioga Sts., Philadelphia, Pa., syrup. Adv. Exec.: E. Donald Burns. Agency: J. Robert Mendte Inc., Philadelphia.

ATLANTIS SALES Corp., 50 Mustard St., Rochester 9, N. Y., mustard, sauce, Instant Potato, pie crust fillings mix, spices, extracts, bird seed, pet food and silver polish. Adv. Exec.: O. L. Westgate. Agencies: Richard A. Foley Agency, Philadelphia, Pa. (Acct. Exec.: Chas. E. Eyles.) and J. Walter Thompson Co., N. Y. C. (Acct. Exec.: Wm. Resor.)

ATLAS BREWING Co., 1503 W. 21st, Chicago 8, Ill., Atlas Prager and Atlas All American beer. Adv. Exec.: August C. Gomer. Agency: Olian Adv. Co. of Chicago, Chicago.

ATWOOD COFFEE Co., 1129 Currie Ave., N., Minneapolis 3, Minn., coffee. Adv. Exec.: Thomas Atwood. Agency: Campbell-Mithun, Minneapolis.

AUNT MID Co., 1028 E. 87th, Chicago 19, packed spinach, cole slaw and tossed salad. Adv. Exec.: Russell La Mantia. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: Eugene Colin.

JAMES AUSTIN Co., Mars, Pa., wax carpet cleaner & A-1 bleach. Adv. Exec.: H. G. Austin Jr. Agency: W. Craig Chambers, Pittsburgh, Pa. Acct. Exec.: Craig Chambers.

AUSTIN, NICHOLS & Co., Kent Ave. & No. 3rd, Brooklyn 11, scotch, whiskey, brandy, champagnes, mineral water. Adv. Exec.: T. F. McCarthy. Agency: Alfred Lilly Co., N. Y. Acct. Exec.: Charles Mosler.

AUTOMATIC BURNER Corp., 1823 Carroll Ave., Chicago, oil burners. Adv. Exec.: J. W. Hearst. Agency: Olian Adv. Co., Chicago.

AUTOMATIC EQUIPMENT MFG. Co., 2500 C St., South Sioux City, Neb., hayrake, farm sprayer, cattle currier, hog oiler and chemicals. Adv. Exec.: Jack Hennig. S. D-C. Agency: Dove Adv., Sioux City, Iowa. Acct. Exec.: Joe Keller.

AUTOMATIC WASHER Co., Newton, Iowa, electric washers. Adv. Exec.: J. Wesley George. Agency: W. W. Garrison & Co., Chicago. Acct. Exec.: Earl Lines.

AVOSET Co., 38 First, San Francisco 5, Calif., dairy cream. Adv. Exec.: S. B. Gilpin. Agency: Harrington-Richards Div., S. F. Acct. Exec.: A. Smith.

AXEL BROTHERS Inc., 2110 49th Ave., Long Island City, N. Y., Columbia diamond rings. Adv. Exec.: Arthur M. Hollis. N. S. D-C. Agency: Bayard Adv., N. Y. Acct. Exec.: Harvard Tigler.

B

B-1 BEVERAGE Co., 4000 Lindell Blvd., St. Louis 8, Mo., B-1 Lemon Lime Soda and B-1 Sparkling Water. Adv. Exec.: Oliver C. Thener. Agency: Wm. Zalken & Asso., St. Louis.

B. C. REMEDY Co., 423 Morris, Durham, N. C., B. C. for headache & neuralgia. Adv. Exec.: J. F. Goodrich. Agencies: Harvey-Massengale Co., Inc., Durham, N. C. Acct. Exec.: C. Knox Massey. N. W. Ayer & Son, Phila., Pa. Acct. Exec.: Brydon S. Green.

B. T. BABBITT Inc., 386 Fourth Ave., New York 16, N. Y., Lycons, Cleanser, Acme Lime, Glim & Swerl Suds. Adv. Exec.: Robert Brenner. Agencies: Kenyon & Eckhardt, N. Y. C. (Swerl Suds); Wm. H. Weintraub & Co., Inc., N. Y. C. (Bab-O & Glim); J. J. Gallagher, Montreal, Can. (Canadian); Gotham Adv. Co., Inc., N. Y. C. (Overseas Mkts. Adv.).

B.W.B. FOODS, Mexico, N. Y., beans. Adv. Exec.: Richard G. Whitney. Agency: Fellows Adv. Agency, Syracuse.

BABIJUICE CORP. OF MASS., 13 No. Market, Boston 9, Mass., oranges. Adv. Exec.: H. A. Albertson. Agency: John C. Dowd Inc., Boston.

BACHMAN BAKERIES, 2501 Kutztown Rd., Reading, Pa., pretzels. Adv. Exec.: W. Raymond McGonigle. Agency: Aitkin-Kynett Co., Phila., Pa.

BACONETTE PRODUCTS Co., 1925 Glendale Blvd., Los Angeles 39, bacon flavoring. Adv. Exec.: H. Lund. Agency: Jordan Co., Los Angeles. Acct. Exec.: George Stellman.

BADGER PAPER MILLS, Peshtigo, Wis., waxed paper. Agency: Richard H. Brady Co., Stevens Point, Wis.

MRS. BAIRD'S BAKERIES, 1401 N. Carroll St., Dallas, Texas, bread. Adv. Exec.: Roland W. Baird. S. Agency: Tracy-Locke Inc., Dallas. Acct. Exec.: Morris Hite.

BAKER BOY BAKERIES, 1234 S. Lorena, Los Angeles 23, cake. Adv. Exec.: Milton Katz. Agency: Mayers Co., Los Angeles. Acct. Exec.: James P. Shelley.

BALLARD & BALLARD Co., 912 E. Broadway, Louisville 1, Ky., Ballard's Obelisk and Oven Ready Biscuits, frozen rolls, poultry and dairy feeds. Adv. Exec.: V. H. Engelhard Jr. Agency: Henri, Hurst & McDonald, Inc., Chicago. Acct. Exec.: W. E. Jones.

BARTON MFG. Co., 4157 N. Kingshighway, St. Louis 15, Mo., shoe polish. Adv. Exec.: W. H. Clark. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Paul Lehner.

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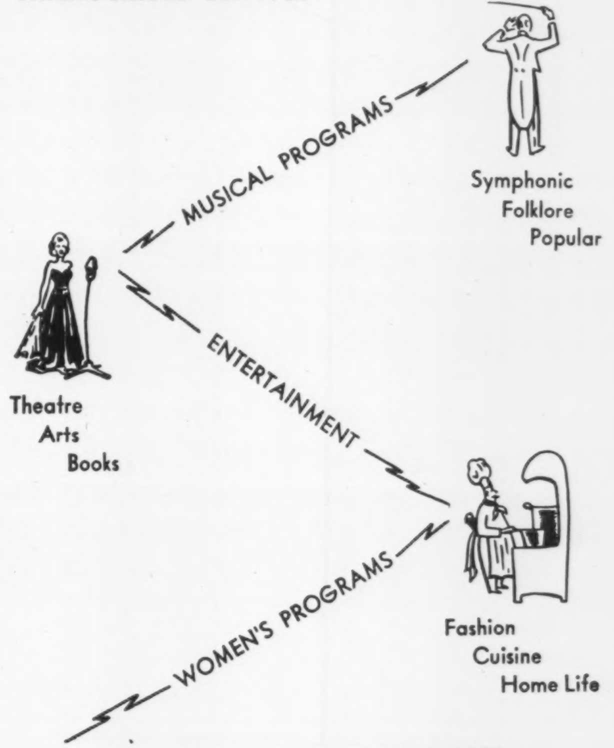

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P. BALLANTINE & SONS, 57 Freeman, Newark 1, N. J., ales, beer, porter, stout. Adv. Exec.: Henry Gorski. Agency: J. Walter Thompson Co., N. Y. C. Acct. Executives: Walter R. Hine and Kelsey Denton.

L. BAMBERGER & Co., 131 Market, Newark 1, N. J., department store. Adv. Exec.: Miss Nan Findlow. Agency: United A. A., Newark, N. J.

BANKERS LIFE & CASUALTY Co., 4434 Lawrence Ave., Chicago. Adv. Exec.: Charles Balfanz. Radio Adv. Exec.: Maurice Polakow. Agency: Weiss & Geller, Chicago.

BARBARA GOLD Inc. (See Bourjois Inc. listing).

BARBASOL Co., 846 N. Senate Ave., Indianapolis 7, Ind., Barbasol Shaving Cream, Barz Lotion Deodorant and Fore'n'Aft Shaving Lotion. Adv. Exec.: A. E. Reynolds. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: G. E. Wasey.

BARCELO, MARQUES & Co., Avenida de Hostos 114, Arecibo, Puerto Rico, rum. Adv. Exec.: Guillermo A. Marques. Agency: L. H. Hartman Co., N. Y. C. Acct. Exec.: Louis H. Hartman.

BARKIN, LEVIN & Co., 512 7th Ave., New York 18, N. Y., women's coats. Adv. Exec.: Morton S. Levin. Agency: Sterling A. A., Inc., N. Y. C. Acct. Exec.: Joel Kaplan.

BARNEY'S CLOTHES, 106 7th Ave., New York 11, N. Y., men's & boys' clothing. Adv. Exec.: Fred Pressman. Agency: Emil Mogul Co., New York, N. Y. Acct. Exec.: Milton Guttenplan.

BAUER & BLACK Div. Kendall Co., 2500 S. Dearborn, Chicago 16, Ill., surgical dressings, sutures, elastic goods and allied products. Adv. Exec.: George A. Percy. Agency: Leo Burnett & Co., Chicago.

LUDWIG BAUMAN, 35th St. & 8th Ave., New York 18, N. Y., furniture, clothing, etc. Adv. Exec.: H. Presser.

BAUMER FOODS, 4301 Tulane Ave., New Orleans, La., preserves, pepper sauce. Adv. Exec.: Alvin A. Baumer. Agency: Stone-Stevens, New Orleans. Acct. Exec.: Helion Dickson.

BAVARIAN BREWING Co., 528 W. 12th, Covington, Ky., Bavarian's Old Style beer. Adv. Exec.: William R. Schott. Agency: Ralph H. Jones Co., Cincinnati.

H. C. BAXTER & BRO., P. O. Box 319, Brunswick, Me., canned, frozen & dehydrated foods. Adv. Exec.: F. Webster Browne. Agency: James Thomas Chirurg Co., Boston, Mass. Acct. Exec.: Edmund Shea.

BAYER Co., 1450 Broadway, New York, Bayer Aspirin. Adv. Exec.: Harvey M. Manss. N. S. Agencies: Thompson-Koch, N. Y. Acct. Exec.: C. A. Baumgartner. Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: George G. Tormey.

BAYUK CIGARS Inc., 9th & Columbia Ave., Philadelphia 22, Pa., Bayuk Phillies, Prince Hamlet, Bayuk Ribbon, Mapacuba and Charles Thomson Cigars. Adv. Exec.: E. M. Hirst. Agency: Neal D. Ivey Co., Philadelphia. Acct. Exec.: N. D. Ivey.

J. W. BEARDSLEY'S SONS, 696 Frelinghuysen Ave., Newark 5, N. J., shredded codfish, mustard & peanut butter. Adv. Exec.: Leonard de S. Beardsley. Agency: Tracy-Kent & Co., N. Y. C.

BEAU BRUMMELL TIES, 440 East McMillan, Cincinnati 6, Ohio, ties. Adv. Exec.: Harry J. Weisbaum. Agency: Louis A. Smith Co., Chicago.

L. E. BEAUDIN SHOE Co., Factory St., Hanover, Pa., shoes. Adv. Exec.: George V. Foye. Agency: Charlop-Fradkin Advertising, N. Y. C. Acct. Exec.: Russell Fradkin.

BEAUMONT Co., 2630-52 Pine St. Louis 3, Mo., 4-Way Cold Tablets. Agency: Harry B. Cohen Adv. Co.

A. S. BECK SHOE Co., 25 W. 43rd, New York 18, N. Y. Shoes (Ladies' & Men's), Handbags, Hosiery. Adv. Exec.: Saul Schiff. Agency: Dorland Inc., N. Y. C. Acct. Exec.: Atherton Pettingell.

ARTHUR BECK Co., 1801 S. Jefferson, Chicago 16, Ill., Art-Beck Baster. Agency: Cummings, Brand & McPherson Adv., Chicago.

BEECH-NUT PACKING Co., Canajoharie, N. Y., Coffee, Strained Foods, Junior Foods, Peanut Butter & Gums. Adv. Exec.: Ralph Foote. Agency: Kenyon & Eckhardt, N. Y. C. Acct. Exec.: Geo. MacGregor.

PAUL F. BEICH Co., Bloomington, Ill., Whiz Mint, Chewy Nougat, Cream Peanut Cluster, Etc., Pecan Pete Candy. Adv. Exec.: Paul M. Beich. Agency: Biddle Co., Bloomington.

BELDEN MFG. Co., 4647 W. Van Buren, Chicago 44, Ill., Insulated Copper Wires, Cables & Cords. Adv. Exec.: Edgar Stanton, Jr. Agency: Fensholt Co., Chicago, Ill. Acct. Exec.: F. D. Ewing.

BELL BAKERIES, 425 4th Ave., New York 1, N. Y., Bread, Cake. Adv. Exec.: Miss F. V. Peterson.

BELL BRANDS FOODS, 2555 Chambers, Los Angeles 58, Calif., Potato Chips, Peanut Butter, Frenchies, Shoe String Potatoes, Maizies & Cheez Puffs. Adv. Exec.: J. P. Hickey. Agency: McCann-Erickson, Los Angeles. Acct. Exec.: William Lee.

BELL TELEPHONE LABS Inc., 463 West, New York 14, N. Y., Adv. Exec.: P. B. Findley. Agency: N. W. Ayer & Son, N. Y.

BELLIN-WONDERSTOEN Corp., 211 W. 61st, New York 23, N. Y. Hair Eraser. Adv. Exec.: Fred S. Foster. Agency: Emerson-Rogers, N. Y.

BELMONT RADIO CORP., 5921 W. Dickens Ave., Chicago 39, Ill., Radio. Adv. Exec.: Allen Henry. Agency: Henri Hurst & McDonald, Inc., Chicago, Ill. Acct. Exec.: K. W. Sickinger.

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E. H. BENDIKSEN Co., South Bend, Wash., canned oysters. Adv. Exec.: E. H. Bendiksen. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: J. P. Heverly.

BENDIX HOME APPLIANCES, Div. Avco Mfg. Corp., 3300 W. Sample, South Bend 24, Ind. Bendix Home Laundry. Adv. Exec.: Kenneth R. Davis. Agency: Tatham-Laird, Inc., Chicago.

BEN-HUR PRODUCTS, 800 Traction Ave., Los Angeles 13, Cal., Ben-Hur coffee, tea, spices, extracts and Jell-a-Teen desserts, Golden West coffee, All Breeds dog food. Adv. Exec.: R. R. Chaney. Agency: Mogge-Privett, Inc., Los Angeles. Acct. Exec.: A. R. Mogge.

BENJAMIN FRANKLIN HOTEL, Chestnut & Ninth Sts., Philadelphia. Adv. Exec.: Ralph W. Temple. S. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

BENRUS WATCH Co., 200 Hudson, New York 13, N. Y. Benrus Watches. Adv. Exec.: Harvey M. Bond. Agency: J. D. Tarcher & Co., N. Y. Acct. Exec.: Leonard Tarcher.

BENSON & HEDGES, 435 Fifth Ave., New York 16, N. Y., cigarettes, cigars, and tobaccos. Adv. Exec.: Carl V. Schuchard. Agencies: Kudner Agency, N. Y. (Acct. Exec.: M. C. Rohrabaugh) and Al Paul Lefton Co., N. Y.

BERGHOFF BREWING Corp., 1025 Grant Ave., Fort Wayne 4, Ind. Berghoff-1887 Beer. Adv. Exec.: F. B. Evans, Jr. Agency: Geo. H. Hartman Co., Chicago, Ill. Acct. Exec.: Geo. H. Hartman.

BERKE BROS. DISTILLERIES, 1010 Massachusetts Ave., Boston, Mass., rum, gins, cordials, brandies, nectars and whiskies. Adv. Exec.: E. S. Berkowitz. Agency: Reingold Co., Boston. Acct. Exec.: Harold Reingold.

BERKELEY INDUSTRIES, 350 5th Ave., N. Y., razor blades and lighters. Adv. Exec.: Nat Herman.

BERLOU MFG. Co., 126 Blaine Ave., Marion, Ohio, Mothproof. Adv. Exec.: J. D. House, Jr. Agency: Jay H. Maish Co., Marion, Ohio. Acct. Exec.: C. J. Lake.

BEROLIO IMPORT CO., Inc., 99 Hudson, New York 13, N. Y., Olive Oil. Agency: Emil Mogul Co., N. Y.

BERWICK CAKE Co., 1127-1131 Harrison Ave., Boston 19, Mass., cake. Adv. Exec.: Walter Kilvert.

BEST FOODS Inc., 1 East 43rd St., New York 17, N. Y., mayonnaise, mustard, French dressing, relish sandwich spread, tartar sauce, pickles, Cream Farina, Toasted Wheat Flakes, cake flour, shoe polishes, tints and dyes. Adv. Exec.: A. Brown. Agencies: Benton & Bowles, N. Y.; Earle Ludgin & Co., Chicago; Young & Rubicam, Toronto; Foreign Adv. & Service Bureau, N. Y. Acct. Exec.: Harry Palmer.

BESTWEST FOOD PRODUCTS Co., 3113 E. Layton, Cudahy, Wis., boneless roast turkey. Adv. Exec.: Albert Laskin. Agency: Mautner Agency, Milwaukee.

BETTY ZANE CORN PRODUCTS, 640 Bellfontaine Ave., Marion, Ohio, Popcorn and Popcorn Oil. Adv. Exec.: M.J. Newton. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: Arthur P. Kane.

BEWLEY MILLS, 1101 E. 9th St., Fort Worth 1, Tex., Flour, corn meal and feeds for poultry and livestock. Adv. Exec.: H. M. Banner. Agency: Glenn Adv., Fort Worth. Acct. Exec.: Ray K. Glenn.

BIB Corp., Bartow Road, Lakeland, Fla., orange juice. Adv. Exec.: W. Paul Lee. S. Agency: Blaine-Thompson Co., N. Y. Acct. Exec.: Albert Lesser.

BIGELOW-SANFORD CARPET Co. Inc., 140 Madison Ave., New York 16, N. Y., carpets, rugs and linings. Adv. Exec.: R. Richard Carlier. Agency: Young & Rubicam Inc., N. Y.

BIRDS EYE-SNIDER Div., 383 Madison Ave., New York 17, N. Y. Adv. Exec.: Luther Haggerty. Agency: Benton & Bowles Inc. (All Snider Products.)

BIRGE CO., 390 Niagara, Buffalo 1, N. Y., Birge Wallpaper-Home. Adv. Exec.: W. E. Piaget. Agency: Lloyd Mansfield Co., Buffalo.

HENRY BIRKS & SONS, Toronto, Can., Shops. Adv. Exec.: C. G. Winsor. Agency: Locke, Johnson & Co., Toronto.

BISCEGLIA BROS. WINES Corp., 4760 30th, Long Island City 1, N. Y., Wines. Adv. Exec.: Bruno Bisceglia. Agency: St. Georges & Keyes, N. Y. Acct. Exec.: Stanley J. Keyes.

BLACKHAWK BREWING Co., 1801 W. Third, Davenport, Ia., Blackhawk Pilsner & Blackhawk Old Lager. Adv. Exec.: S. P. Porter. Agency: L. W. Ramsey A. A., Davenport.

BLANTON Co., 3400 No. Wharf, St. Louis 7, Mo., Margarine, Salad Dressing, Mayonnaise, Salad and Cooking Oils. Adv. Exec.: H. E. Threlkeld. Agency: Wesley K. Nash Co., St. Louis.

BLATZ BREWING Co., 1120 N. Broadway, Milwaukee, (Blatz Beer). Adv. Exec.: Val A. Schmitz. N. S. Agencies: Kastor, Farrell, Chesley & Clifford, N. Y. Acct. Exec.: William Chesley. William Weintraub & Co., N. Y. Acct. Exec.: Charles Higgins.

BLOCK DRUG Co., 257 Cornelison Ave., Jersey City, N. J., Tooth Powder, Tooth Paste, Polident, Toothache Drops, Syrup, Brushes, Ointment & Soap, Hand Deodorant Cream, Alkaids. Adv. Exec.: Geo. J. Abrams. Agencies: Cecil & Presbrey, N. Y. Acct. Exec.: S. Dalsimer. Noyes & Sproul, N. Y. Dowd, Redfield & Johnstone, N. Y. Acct. Exec.: E. Johnstone. Joseph Katz Co., N. Y. J. J. Gibbons Ltd., Toronto, Can. Baker Adv. Agency, Toronto, Can.

WILLIAM H. BLOCK Co., 50 N. Illinois, Indianapolis 9, Ind., Women Specialties. Adv. Exec.: M. S. Block. Agency: Albert Woodley Co., N. Y.

BLUE DEW Corp., 1392 Niagara St., Buffalo 13, N. Y., Bluing Products. Adv. Exec.: Frank Genco. Agency: Bowman & Block, Buffalo.

BLUE MAGIC, 815 Biddle, Ardmore, Pa., Starch. Adv. Exec.: Carl Bender. Agency: Julian G. Pollock Co. Acct. Exec.: R. J. Bauderger.

BLUE MOON FOODS, Throp, Wis., Cheese, Milk Solids and Butter. Adv. Exec.: Harold Oldroyd. Agency: Friend-Krieger A. A., N. Y.

BLUE RIBBON BAKEWARE & ENTERPRISES Corp., 4956 Forrest Ave., Downers Grove, Ill., Cake Pans, Cooking Utensils, etc. Adv. Exec.: Kenneth W. Walker. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: Edmund R. Kane.

BLUHILL FOODS, 711 So. Broadway, Denver 9, Colo., Cheese, Peanut Butter, Preserves, Salad Dressing, Candy, etc. Adv. Exec.: Math Brunner. Agencies: Wayne Welch, Denver, and Glasser-Gailey, Los Angeles, Calif.

BLUMENTHAL BROTHERS, Margaret & James Sts., Philadelphia 37, Pa., Goobers, Raisinets, Packaged Confections, etc. Adv. Exec.: Samuel K. Blumenthal. Agency: Lavenson Bureau of Advertising, Phila. Acct. Exec.: H. A. Egbert and James H. Lavenson.

BMC MANUFACTURING Corp., 5-9 Griswold, Binghamton, N. Y., Juvenile Wheel Goods, Children's Tractors, Auto Wagons and Attachments, Wrenches. Adv. Exec.: J. Donald Scully. Agency: Riger & Sheehy, Binghamton, N. Y. Acct. Exec.: Fred Riger.

BOHEMIAN DISTRIBUTING Co., 2254 E. 49th, Los Angeles 58, Cal., Liqueurs, Cordials and Acme Beer. Adv. Exec.: Paul Taranto. Agencies: Foote, Cone & Belding, Los Angeles; Davis & Co., Los Angeles.

BON TON FOODS, S. Richland Ave., York, Pa., Potato Chips, Corn Twistees, Pop Corn, etc. Adv. Exec.: W. W. Steele. Agency: W. H. Long Co., York. Acct. Exec.: John R. Adams.

BONAFIDE MILLS, 295 Fifth Ave., N. Y., Bonny Maid Floor Coverings. Adv. Exec.: A. Spector. Agencies: Gibraltar Adv. Agency, N. Y.; H. W. Fairfax Adv. Agency, N. Y. Acct. Exec.: Stanley I. Fishel.

BOND STORES Inc., 5th Ave. at 35th St., New York 1, N. Y., men's and women's clothes. Adv. Exec.: S. N. King. Agencies: Grey Adv. Inc., N. Y. Acct. Exec.: Theodore Kaufman. Neff-Rogow Inc., N. Y. (Radio).

BONNEE FROZEN FOODS Co., 8144 Olive, St. Louis, Mo., Beef Steaks. Adv. Exec.: L. John Lewis. Agency: Oakleigh R. French & Associates, St. Louis.

BONNIERS, 605 Madison Ave., New York 22, N. Y., Scandinavian Gift Imports. Adv. Exec.: Robert Ross. Agency: Paul Smallen, N. Y.

BOOK HOUSE FOR CHILDREN, 360 N. Michigan Ave., Chicago, publishing. Adv. Exec.: F. Leroy Hess. Agency: Presba, Fellers & Presba, Chicago. Acct. Exec.: W. B. Presba.

BORDEN Co., 350 Madison Ave., N. Y., milks, cheese, ice cream, coffee, mince meat, dog foods, casein, adhesives and durite. Adv. Execs.: Stuart Peabody and Henry Schachte (Natl). Agencies: Young & Rubicam, N. Y.; Duane Jones Co., N. Y.; Doherty, Clifford & Shenfield, N. Y.; Picard Adv. Co., N. Y.; Cortez F. Enloe, N. Y.; James Thomas Chirurg Co., N. Y.

BORG-ERICKSON Corp., 469 E. Ohio, Chicago, Ill., bathroom scales. Adv. Exec.: J. M. Zapoleon. Agency: Wallace-Ferry-Hanly Co., Chicago.

BOSCH BREWING Co., Memorial Road, Houghton, Mich., Bosch Beer. Adv. Exec.: J. Raymond Fox. Agency: Brindley-Roth, Detroit, Mich.

BOSCO Co., 180 Madison Ave., New York 16, N. Y., milk amplifier. Adv. Exec.: Leo Wallerstein. Agency: Robert W. Orr & Asso., N. Y.

BOSTON BEER Co., 245 W. 2d, South Boston 27, Mass., Boston Light Ale, Boston Light Beer, B.B. Stock Ale. Adv. Exec.: James F. Malone. Agency: Haldeman & Schindler, Boston. Acct. Exec.: Aaron Schindler.

BOSTWICK LABORATORIES Inc., 706 Bostwick Ave., Bridgeport 5, Conn. (Sub. of Connecticut Chemical Research Corp.), plastic spray, fire extinguisher, Aerosol Insect Killer, roach spray, insecticide, air refresher, auto wax and household wax, chrome aluminum spray paint and spot remover, air conditioner and moth proofer. Adv. Exec.: J. Schenberg. Agency: Grey Adv. Agency Inc., N. Y.

BOTANY MILLS, Dayton Ave., Passaic, N. J., mfr. of worsted woolen and merino yarns, women's and men's wear fabrics, wholesale and retail, Botany tie, robes, scarfs, hand-knitting yarns, socks, Lanolin Soap and Cosmetics, Botany Cleaning Fluid, etc. Adv. Exec.: Harry K. Lowe. Agencies: Alfred J. Silberstein-Bert Goldsmith, N. Y. C. Acct. Exec.: Bert Goldsmith. Sterling A. A., N. Y. C. Acct. Exec.: R. Engelmore. Gotham Adv. Co., N. Y. C. (export).

BOURJOIS Inc. and BARBARA GOULD Inc., 35 W. 34th St., N. Y. C., Evening In Paris, Mais Oui, Beau Belle, Endearing Perfumes and Barbara Gould Products. Adv. Exec.: Richard Lockman. S. D-C. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: B. David Kaplan.

BOVRIL OF AMERICA, 350 Fifth Ave., New York, N. Y., Bovril. Adv. Exec.: Gene Reilly. Agency: Victor A. Bennett Co., N. Y. C. Acct. Exec.: Victor Bennett.

BOWEY'S Inc., 679 Orleans St., Chicago, Dari-Rich Chocolate Flavor. Adv. Exec.: George B. Millikan. S. D-C. Agency: Sorensen & Co., Chicago. Acct. Exec.: John T. Bull.

BOWMAN BISCUIT Co., 842 Walnut, Denver 17, Colo., cookies and crackers. Adv. Exec.: D. M. Harris. Agency: Ball & Davidson, Inc., Denver. Acct. Exec.: C. A. Salstrand.

BOWMAN DAIRY Co., 140 W. Ontario, Chicago 10, Ill., dairy products. Adv. Exec.: P. H. Kemper. Agency: J. Walter Thompson Co., Chicago. Acct. Exec.: Theodore P. Jardine.

BOWMAN GUM, 4865 Stenton Ave., Phila. 44, Pa., Blony & Bub Bubble Gum. Adv. Exec.: Harry Shapiro. Agencies: Franklin Bruck Adv. Corp., N. Y. C. George Moll Adv., Phila., Pa.

BOYD COFFEE Co., 1336 S.W. 2nd Ave., Portland 1, Ore., coffee. Adv. Exec.: R. P. Boyd. Agency: Mac Wilkins, Cole & Weber, Portland. Acct. Exec.: Don Dawson.

BOYER BROS., Altoona, Pa., Mallo-Cup Candy Bar. Adv. Exec.: R. J. Boyer. Agency: Hening & Co., Philadelphia, Pa.

E. J. BRACH & SONS, 4656 W. Kinzie, Chicago 44, Ill., candy. Adv. Exec.: Edwin O. Blomquist. Agency: J. Walter Thompson Co., Chicago. (All Adv.) Acct. Exec.: Victor C. P. Dreiske.

BRAUER BROS. SHOE Co., 22 So. Sarah, St. Louis 8, Mo., shoes. Adv. Exec.: A. J. Brauer, Jr. Agency: Marjorie Wilten Adv., Clayton, Mo.

BRAVO MACARONI Co., 89 Canal, Rochester 11, N. Y., spaghetti, macaroni & egg noodles. Adv. Exec.: Horace Gioia. Agency: Feldman-Lefler, Rochester. Acct. Exec.: Samuel H. Feldman.

BREAKSTONE BROS., 45 Hubert, New York 13, N. Y., dairy products. Adv. Exec.: L. M. Becker. Agencies: McKee & Albright, Phila. (Acct. Exec.: J. C. Gallagher.) and H. C. Morris & Co., N. Y. C. (Acct. Exec.: H. C. Morris.)

JOHN H. BRECK Inc., 115 Dwight St., Springfield, Mass., Breck Hair & Scalp Preparations. Adv. Exec.: Edward J. Breck. Asst. Adv. Mgr.: John R. Gillman Jr. S. Agency: Charles Sheldon Agency, Springfield. Acct. Exec.: Charles Sheldon.

PETER BREIDT BREWING Co., 600 Pearl, Elizabeth, N. J., Breidt's Beer, Ale & Half & Half.

MARCUS BREIER SONS, 1107 Broadway, New York 10, N. Y., jackets, sportswear. Adv. Exec.: Louis Breier. Agency: William A. A., N. Y. C. Acct. Exec.: Al Groody.

BREWING CORP. OF AMERICA, 9400 Quincy Ave., Cleveland 6, Ohio, Carling's Red Cap Ale, Carling's Black Label Beer. Adv. Exec.: P. G. Byrnes. Agencies: Benton & Bowles, N. Y. C. (Carling's Red Cap Ale); Lang, Fisher & Stashower, Cleveland, O. Fred P. Stashower (Carling's Black Label Beer).

BREYER ICE CREAM Co., 43rd & Woodland Ave., Philadelphia 4, Pa., ice cream. Adv. Exec.: William J. Shaw. Agency: McKee & Albright, Phila.

CHAS. D. BRIDDELL, Inc., Crisfield, Md., tools. Adv. Exec.: E. Layton Riggin. Agency: Van Sant, Dugdale & Co. Inc., Baltimore, Md. Acct. Exec.: D. J. Loden.

BRIDGEPORT BRASS Co., Bridgeport, Conn., pipes, wire & brass goods. Adv. Exec.: Philip Davidson. Agency: Hazard Adver. Co., N. Y. C. Acct. Exec.: Herbert Peck.

H. C. BRILL Co., 375-381 Verona Ave., Newark 4, N. J., spaghetti & spaghetti sauces. Adv. Exec.: Harry C. Brill. Agency: Tracy, Kent & Co., N. Y. C. Acct. Exec.: Wm. I. Tracy.

BRIMM'S PLASTIC-LINER Co., 1740 Bailey Ave., Buffalo 11, N. Y., plastic-liner for false teeth. Adv. Exec.: H. Berghash. Agency: BBDO, Buffalo, N. Y.

BRISTOL-MYERS Co., 630 Fifth Ave., New York 20, N. Y., tooth paste, shaving cream, Mum, Sal Hepatica, Vitalis, hand lotion, tooth brushes, antiseptic powder and Resistab. Adv. Exec.: Dr. Delmas K. Kitchen. Agencies: Doherty, Clifford & Shenfield Inc., N. Y. Acct. Execs.: Joel Jacobs, Harry Ireland. Young & Rubicam Inc., N. Y. Acct. Exec.: J. E. Grimm Jr., Kenyon & Eckhardt Inc., N. Y. Ronalds Adv. Agency Ltd., Montreal, Can., (Canadian) Boclaro Adv., N. Y. (Foreign).

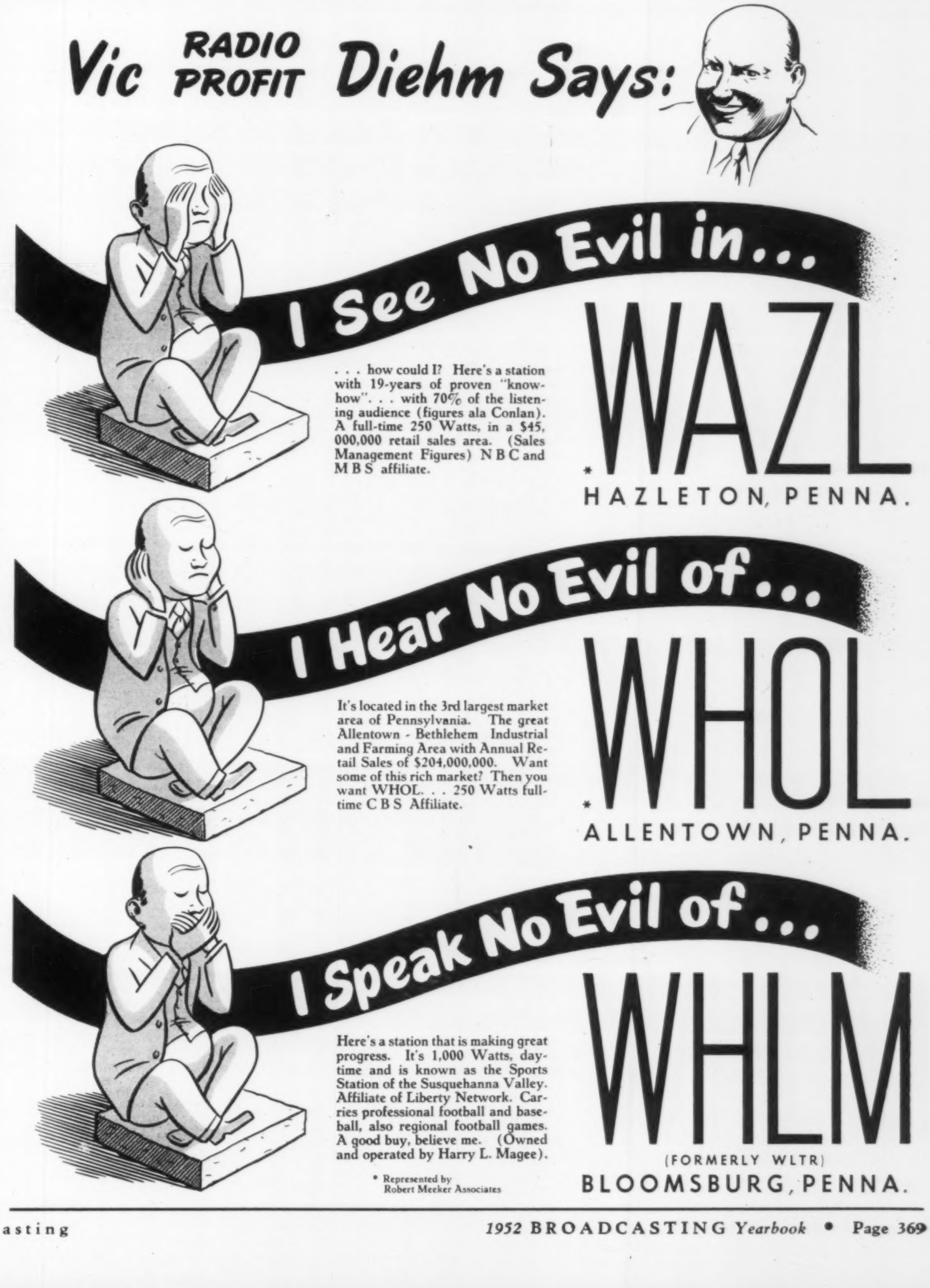
THE BROADWAY, 401 So. Broadway, Los Angeles 13, Cal., women's apparel. Adv. Exec.: Miss Dorothy Skaar Hansen. Agency: McCann-Erickson, Los Angeles.

BROCK & Co., 420 E. Erie Ave., Phila. 34, Pa., frozen French fried potatoes. Adv. Exec.: Walter E. Buechele. Agency: The Richard A. Foley Adv. Agency, Inc., Philadelphia. Acct. Exec.: James L. Tabor.

B. J. BROCK & Co., 4513 W. 153rd Lawndale, Los Angeles, Cal., dinnerware & accessories. Adv. Exec.: Eileen B. Hopkins. Agency: J. M. Straus, Los Angeles.

BROCK CANDY Co., Chattanooga, Tenn., Brock Candy Bar. Adv. Exec.: W. E. Brock Jr. Agency: Liller, Neal & Battle Adv. Agy., Atlanta. Acct. Exec.: W. W. Neal.

(Continued on page 370)



Vic RADIO PROFIT Diehm Says:

I See No Evil in...

. . . how could I? Here's a station with 19-years of proven "know-how". . . with 70% of the listening audience (figures ala Conlan). A full-time 250 Watts, in a $45,000,000 retail sales area. (Sales Management Figures) N B C and M B S affiliate.

*WAZL
HAZLETON, PENNA.

I Hear No Evil of...

It's located in the 3rd largest market area of Pennsylvania. The great Allentown - Bethlehem Industrial and Farming Area with Annual Retail Sales of $204,000,000. Want some of this rich market? Then you want WHOL. . . 250 Watts full-time C B S Affiliate.

*WHOL
ALLENTOWN, PENNA.

I Speak No Evil of...

Here's a station that is making great progress. It's 1,000 Watts, daytime and is known as the Sports Station of the Susquehanna Valley. Affiliate of Liberty Network. Carries professional football and baseball, also regional football games. A good buy, believe me. (Owned and operated by Harry L. Magee).

*WHLM
(FORMERLY WLTR)
BLOOMSBURG, PENNA.

* Represented by
Robert Meeker Associates

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

BROCKLES FOODS Co., 811 So. Ervay, Dallas, Texas, salad dressings. Adv. Exec.: A. A. Brockles. Agency: Watts, Payne-Advertising, Dallas. Acct. Exec.: Burke Gilliam.

BROOKSIDE DISTILLING PRODUCTS Corp., 610 So. Washington Ave., Scranton, Pa., whiskies, brandies, wines. Adv. Exec.: Jos. M. Gentile. Agency: Henry W. Gann A. A., Scranton.

BROWN SHOE Co., 1600 Washington Ave., St. Louis 3, Mo., shoes for children, men & women. Adv. Exec.: R. G. Stolz. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Donald Colvin.

JIM BROWN STORES, 6560 Juniata Ave., Cleveland, Ohio. Adv. Exec.: E. G. Pettee.

BROWN & HALEY, 110 E. 26th, Tacoma 1, Wash., "Almond Roca" Candy. Adv. Exec.: J. C. Haley. Agency: Honig-Cooper Co., Seattle, Wash.

BROWN & WILLIAMSON TOBACCO Corp., 1600 W. Hill, Louisville 1, Ky., cigarettes, tobacco & plug tobacco. Adv. Exec.: Wm. S. Cutchins. Agencies: Russel M. Seeds Co., Chicago, Ill. (Acct. Exec.: Freeman Keyes) and Ted Bates & Co., N. Y. C. (Acct. Exec.: Thomas Harrington).

E. T. BROWNE DRUG Co., 127 Water, New York 5, N. Y., soap, ointment & bleach cream. Adv. Exec.: E. T. Browne. Agencies: Cole & Company, Memphis, Tenn. Acct: Exec.: Lester W. Cole. The Export A. A., Inc., Chicago. (Export)

BROWNSTEIN-LOUIS Co., 1228 San Julian, Los Angeles 15, Cal., women's mannish shirts & men's sport shirts. Adv. Exec.: Ross L. Lewin. Agency: Mayers Co., Los Angeles. Acct. Exec.: Larry Lewin.

E. L. BRUCE Co., P.O. Box 397, Memphis, Tenn., floor cleaner. Adv. Exec.: Harvey Creech. S. Christiansen Adv., Chicago.

BRUNSWICK - BALKE - COLLENDER Co., 623 S. Wabash Ave., Chicago 5, Ill., billiard & bowling equipment. Adv. Exec.: John C. Gibbons. Agency: Al Paul Lefton Co., Chicago.

BUSINESS IS BUSINESS

IN

ANY LANGUAGE!

KSAN PROGRAMS 20 HOURS WEEKLY OF FOREIGN LANGUAGE AT ESTABLISHED PEAK HOURS

Language	*Population
ITALIAN	175,000
SPANISH	85,000
CHINESE	40,000
GREEK	25,000
FRENCH	25,000

* U. S. Census Bureau
S.F. Chamber of Commerce

KSAN

SAN FRANCISCO

BRYANT HEATER DIV., AFFILIATED GAS EQUIPMENT Inc., 17825 St. Clair Ave., Cleveland, Ohio, heating equipment. Adv. Exec.: Howard A. Kennedy. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: A. C. Schnieder.

LANE BRYANT Inc., 465 Fifth Ave., New York 17, N. Y., women's apparel; stores & mail order. Adv. Exec.: Robert Wadsworth (Mail Order Div). Agency: E. H. Brown A. A., Chicago. Acct. Exec.: Murrey Schneiderman.

BUBBLE UP Corp., 1064 W. Fifth Ave., Columbus 8, O. Bubble Up Beverages. Adv. Exec.: Carl Keller. Agency: Jack Kelly Adv. Agency, Columbus, Ohio. Acct. Exec.: Jack Kelly.

BUCKEYE BREWING Co., 1501 Michigan, Toledo 1, Ohio. Buckeye Beer. Adv. Exec.: Clarence Heuerman. Agency: W. B. Doner & Co., Detroit.

BUCKEYE POTATO CHIP Co., 2687 E. 5th, Columbus 3, Ohio, potato chips, pretzels & shoestring potatoes. Adv. Exec.: Fred Klein. Agency: Byer & Bowman, Columbus. Acct. Exec.: R. W. Testament.

BUDGET PACK, Inc., 3140 East Pico Blvd., Los Angeles 23, Calif., beans, rice, dried fruit, candy, macaroni, spices & desserts. Adv. Exec.: Martin Gordon. Agency: Ted H. Factor Agency, Los Angeles.

BUITONI MACARONI Corp., 99 Hudson, New York 8, N. Y., macaroni. Adv. Exec.: Edward D. Lancelotti. Agency: Harold J. Siesel Co., N. Y. C.

BULOVA WATCH Co., 630 Fifth Ave., New York, watches. Adv. Exec.: Raymond F. Warren, S. Agency: Biow Co., N. Y. Acct. Exec.: C. Terrence Clyne.

BUNNY BEAR Inc., 210 Broadway, Everett 49, Mass., crib mattresses, auto bed and seat, other nursery necessities. Adv. Exec.: Richard W. Girvin. Agency: Silton Bros., Boston, Mass. Acct. Exec.: Jason Silton.

BUNTE BROS., 3301 Franklin Blvd., Chicago 24, Ill., confectionery. Adv. Exec.: Ferdinand A. Bunte. Agencies: Presba, Fellers & Presba Inc., Chicago. Schoenfeld, Huber & Green Ltd., Chicago. Acct. Exec.: Merritt R. Schoenfeld.

BURGER BREWING Co., Liberty at Central Pkwy., Cincinnati 14, Ohio, "Burger" Beer & Ale. Adv. Exec.: J. F. Koons. Agency: Midland A. A., Cincinnati, Ohio. Acct. Exec.: Byron Fischer.

EDWARD & JOHN BURKE, 47-24 27th, Long Island City 1, N. Y., ale, pale dry ginger ale, club soda. Adv. Exec.: L. Peter Candler. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y. C. Acct. Exec.: David Ogilvy.

BURKHARDT BREWING Co., 529 Grant, Akron 11, Ohio, beer & ale. Adv. Exec.: W. G. Burkhardt. Agency: Fuller & Smith & Ross, Cleveland.

T. W. BURLESON & SON, 224 No. Rogers, Waxahachie, Tex., honey. Adv. Exec.: T. E. Burleson. Agency: Rogers & Smith, Dallas. Acct. Exec.: Randall E. Brooks.

BURLINGTON BREWING Co., 425 McHenry St., Burlington, Wis., Van Merritt Beer. Adv. Exec.: Bob Jackson. S. Agency: Critchfield & Co., Chicago.

BURPEE CAN SEALER Co., 218 W. Liberty, Barrington, Ill., tin can sealers & pressure cookers and canners. Adv. Exec.: D. E. Hall. Agency: Albert Frank-Guenther Law, Chicago, Ill.

BURRUS MILL & ELEVATOR Co., P.O. Box 1687, Fort Worth 1, Texas (Sub. of Tex-O-Kan Flour Mills Co., Dallas, Texas), Light Crust. Adv. Exec.: John H. Hicks, Jr. Agency: Tracy-Locke Co., Dallas, Tex. Acct. Exec.: Clay W. Stephenson.

BURRUS MILLS Inc., 1100 Mercantile Bank Bldg., Dallas, Tex., Light Crust Flour, Texo Feed, Hearts Delight Flour and Feed. Adv. Exec.: John H. Hicks Jr. N. S. D-C. Agencies: Tracy-Locke Co., Dallas. Acct. Exec.: Herbert Lehman. Rowland Broiles Co., Ft. Worth. Acct. Exec.: Earl Goss. Claude Aniol Co., San Antonio. Acct. Exec.: Claude Aniol.

BURTON-MORROW Co., Ft. Joralemon, Brooklyn 2, N. Y., extracts. Adv. Exec.: Gabriel Lowenstein. Agency: Hilton & Riggio, N. Y. C.

BUXTON Inc., 93 Orleans, Springfield 1, Mass., billfolds & card-tainer & access. for women. Adv. Exec.: Robt. H. Chapman. Agency: J. Walter Thompson Co., N. Y. C. Acct. Exec.: Samuel Dobbs.

C

CABANY PRODUCTS Inc., 9025 Santa Monica Blvd., Los Angeles, Calif., oriental cleaner. Adv. Exec.: Mrs. Mildred Cabany. Agency: Mogge-Privett Inc., L. A. Acct. Exec.: Snowden Hunter Jr.

CAHOKIA FLOUR Co., 6060 Manchester. St. Louis, Mo. Adv. Exec.: R. R. Zimmerman. Agency: Harold Kirsch Co., St. Louis.

JOHN E. CAIN Co., 678 Mass. Ave., Cambridge 39, Mass., mayonnaise. Adv. Exec.: C L. Kehew. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: Geo. C. Wiswell.

CALATINA CITRUS Co., 370 Commonwealth Ave., Boston, Mass., Moja Orange Juice and Puretex Lemon and Lime Juices. Adv. Exec.: Jack Meyers. Agency: Harry M. Frost Adv., Boston. Acct. Exec.: Ray McLaughlin.

CALIFORNIA ARTIFICIAL FLOWER Co., 400 Reservoir Ave., Providence 7, R. I., Calart Flowers. Agency: Knight & Gilbert Inc., Providence.

CALIFORNIA FIG INSTITUTE, 846 Divisadero, Fresno, Calif., dried figs. Adv. Exec.: A. E. Thorpe. Agency: Elwood J. Robinson & Co., L. A. Acct. Exec.: Elwood J. Robinson.

CALIFORNIA FRUIT GROWERS EXCHANGE, 707 W. Fifth, Los Angeles 13, Calif., oranges, lemons and grapefruit. Adv. Exec.: Paul S. Armstrong. Agencies: Foote, Cone & Belding, L. A. Acct. Exec.: Nelson Carter. Spitzer & Mills Ltd., Toronto, Canada.

CALIFORNIA FRUIT GROWERS EXCHANGE, PRODUCTS Dept., 616 E. Grove, Ontario, Calif., citrus fruit products. Adv. Exec.: M. L. Chapman. Agency: Foote, Cone & Belding, L. A. Acct. Exec.: Nelson Carter.

CALIFORNIA & HAWAIIAN SUGAR REFINING Co. Ltd., Matson Bldg., San Francisco 5, Calif., sugars. Adv. Exec.: T. M. Norton. Agency: Honig-Cooper Co., S. F. Acct. Exec.: Robert Akey.

CALIFORNIA LIMA BEAN GROWERS Assn., 1100 E. 5th, Oxnard, Calif., lima beans. Adv. Exec.: John Murdy. Agency: Mogge-Privett Inc., L. A.

CALIFORNIA PACKING Corp., 215 Fremont, San Francisco 19, Calif., canned fruits, vegetables, fish, dried fruit and coffee. Adv. Exec.: W. P. Rogers. Agency: McCann-Erickson Inc., S. F. Acct. Exec.: F. H. McCrea.

CALIFORNIA PRUNE & APRICOT GROWER'S Assn., Market & San Antonio, San Jose 5, Calif., prunes & apricots. Adv. Exec.: E. N. Thayer. Agency: Long Adv. Service, San Jose. Acct. Exec.: Alvin Long.

CALO DOG FOOD Co. Inc., 1530 E. 12th Oakland, Calif., dog food. Adv. Exec.: Charles F. Williams. Agency: Frank Wright Adv. Agency, S. F. Acct. Exec.: Frank Wright.

CALORIC STOVE Corp., Widener Bldg., Philadelphia, gas ranges. Adv. Exec.: J. W. Roberts. Agency: Neal D. Ivey Co., Philadelphia. Acct. Exec.: G. W. Miller.

CALSO WATER Co., 333 12th St., San Francisco, Calso Water. Adv. Exec.: J. G. Knapp. S. Agency: Hinig-Cooper Co., S. F. Acct. Exec.: Heber Smith.

CAMDEN COUNTY BEVERAGE Co., Fillmore & Bulson, Camden 4, N. J. Camden Pilsner, Camden Light Lager and Lord Camden Ale. Adv. Exec.: Charles A. Bodine. Agency: Wayne Adv. Agency, Philadelphia.

CAMEO CLEANSER Corp., 6440 Ravenswood Ave., Chicago 26, Ill., cleanser. Adv. Exec.: A. B. Cross. Agency: Maxon Inc., Chicago.

S. H. CAMP and Co., 109 W. Washington Jackson, Mich. Camp Surgical Supports for women, men and children. Adv. Exec.: Clark B. Clemons. Agency: Frank H. Kaufman & Co., N. Y. Acct. Exec.: Frank H. Kaufman.

WILLIAM A. CAMP CO. Inc., 100 Hudson, New York 13, N. Y., nuts, sardines and kippered snacks. Adv. Exec.: Joseph T. McGuire. Agency: Bass & Co. Inc., N. Y.

CAMPANA SALES Co., Batavia, Ill. Campana Italian Balm, Cake Make-Up, Coolies, Lipstick, Magic Touch Cream Make-Up, DDD Prescription and vitamin candy. Adv. Exec.: Richard M. Crull. Agencies: Wallace-Ferry-Hanly Co., Chicago. Acct. Executives: L. T. Wallace and Lester H. Ploetz. Morey, Humm & Johnstone Inc., N. Y. H. W. Kastor & Sons, Chicago. Acct. Exec.: Herman Kastor. Cockfield, Brown & Co. Ltd., Montreal, Canada.

H. D. CAMPBELL Co., Rochelle, Ill., farm supplies. Adv. Exec.: H. D. Campbell. Agency: Cummings, Brand & McPherson, Rockford. Acct. Exec.: W. W. Jones.

CAMPBELL CEREAL Co., 1212 Foshay Tower, Minneapolis, Minn., Malt-O-Meal. Adv. Exec.: Rosalie K. Kretchmer. S. Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Art Lund.

CAMPBELL SOUP Co., 100 Market St., Camden, N. J., soups, ketchup, Franco-American products, V-8 Vegetable Juices, Campbell's Pork and Beans and Campbell's Tomato Juice. Adv. Exec.: R. M. Budd. Radio Adv. Exec.: John G. Hoagland. N. S. Agencies: Ward Wheelock Co., Philadelphia. Dancer-Fitzgerald-Sample, N. Y.

CANADA DRY GINGER ALE Inc., 100 Park Ave., New York 17, N. Y., carbonated beverages, alcoholic beverages. Adv. Exec.: W. S. Brown. Agencies: J. M. Mathes Inc., N. Y. Acct. Exec.: William T. Okie. MacLaren Adv. Co., Toronto, Canada.

CANADA STARCH Co. Ltd., Sun Life Bldg., Montreal 2, Canada, food products. Adv. Exec.: C. R. Norwood. Agency: Vickers & Benson Ltd., Montreal.

CANADIAN ACE BREWING Co., 3901 So. Emerald, Chicago 9, Ill., Canadian Ace Brand Beer & Ale. Adv. Exec.: A. Levrant. Agency: Louis Weitzman Agency, L. A. Acct. Exec.: Louis Weitzman.

CANADIAN CANNERS Ltd., 44 Haghson St. S., Hamilton, Ont., Canada, soup and baby food. Adv. Exec.: Frederick A. Stock. S. Agency: F. H. Hayhurst Co., Toronto. Acct. Exec.: Palmer Hayhurst.

CANDO Co., 13-15 Custon House St., Boston, Mass., silver and metal polish. Adv. Exec.: James A. Byrne. Agency: Chambers & Wiswell, Boston. Acct. Exec.: George Chambers.

JOHN B. CANEPA Co., 310 W. Grand Ave., Chicago 10, Ill., macaroni products. Agency: J. Edward Long Adv., Chicago.

A. J. CANFIELD Co., 6788 South, So. Chicago, Ill., Canfield Ginger Ale and carbonated beverages. Adv. Exec.: C. T. Jegan. Agency: William Hart Adler Inc., Chicago. Acct. Exec.: K. C. Ring.

CANNON SHOE Co., Lafayette Ave. and Dickson St., Baltimore 17, Md., shoes. Adv. Exec.: Charles Le Boutillier.

CAPITAL CITY PRODUCTS Co., 525 W. 1st Ave., Columbus 8, Ohio., margarine and food products. Adv. Exec.: H. A. Patzer. Agency: R. W. Knopf Co., Columbus. Acct. Exec.: R. W. Knopf.

CAPITAL AIRLINES, Washington National Airport, Washington, D. C., passenger, mail and express air service. Adv. Exec.: James W. Austin. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: Robert Cory.

CARBOLA CHEMICAL Co., Natural Bridge, Va., insecticides and paint. Adv. Exec.: H. T. Koenig. S. D-C. Agency: Armand S. Weill Co., Buffalo, N. Y. Acct. Exec.: Robert K. Weill.

CARBONA PRODUCTS Co., 30-50 Greenpoint Ave., Long Island City 1. N. Y., cleansers, cleaning fluid and shoe polish. Adv. Exec.: Andrew F. Warren. Agency: Ralph Harris, Adv., N. Y.

CARDINET CANDY Co., 2172 Market, Oakland 7, Calif., Baffle Bar, Nob-Hill and Uno Candy Bars. Adv. Exec.: E. H. Cardinet. Agency: Elliott, Daly & Sherman Inc., S. F.

ALLEN D. CARDWELL MFG. Corp., Whiting St., Plainville, Conn., electronic devices, variable air capacitors. Adv. Exec.: Henry H. Holliday.

CARL BRANDENFELS, St. Helens, Ore., scalp and hair applications and massage. Adv. Exec.: Carl Brandenfels. Agency: Frederick E. Baker & Assoc., Seattle. Acct. Exec.: Robert A. Baker.

XUM

CARMO SHOE MFG. Co., Union, Mo., shoes. Adv. Exec.: J. I. Kaplan. Agency: Datche Adv. Co., St. Louis.

CARNATION Co., 5045 Wilshire Blvd., Los Angeles 36, Calif., evaporated milk. Adv. Exec.: Paul H. Willis. Agencies: Erwin, Wasey & Co., L. A. Acct. Execs.: Norman Best, Eric Lifner and Archibald Douglass Baker Adv. Ltd., Toronto, Canada. Acct. Exec.: W. E. Trimble.

CARR-CONSOLIDATED BISCUIT Co., 188 N. Penna. Ave., Wilkes-Barre, Pa., cookies and crackers. Adv. Exec.: Fred W. Paget. Agency: Batten, Barton, Durstine & Osborne, N. Y.

CARSON PIRIE SCOTT & Co., 1 S. State, Chicago 3, Ill., general merchandise. Adv. Exec.: John T. Pirie Jr. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: John Willmarth.

CARTER HOTELS OPERATING Corp., 7th Ave. & 31st St., New York, Hotel Governor Clinton, Hotel George Washington and Hotel Dixie. Adv. Exec.: Shepard Henkin. Agencies: Koehel, Landis & Landan, N. Y. Acct. Exec.: A. Landis. H. C. Morris Agency, N. Y. Acct. Exec.: H. C. Morris.

CARTER PRODUCTS Inc., 53 Park Place, New York 8, N. Y. Carter's Little Liver Pills and Carto-Phyll Deodorant Tablet. Acct. Exec.: Phillip Richardson. Agencies: Ted Bates Inc., N. Y., Coleman, Prentiss & Varley Inc., N. Y.

CARY SALT Co., Ave. B East & Poplar Sts., Hutchinson, Kan., salt. Adv. Exec.: Warren K. Rodat. S. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: Gerald Updike.

CASE'S PORK PACK Co., 644 Washington, Trenton, N. J., pork roll and pork pack. Adv. Exec.: Clifford L. Case. Agency: Weightman Inc., Philadelphia. Acct. Exec.: J. Gruffutg Rensel.

CASITE Div., Hastings Mfg. Co., Hastings, Mich., motor oil. Adv. Exec.: Don H. Collins. S. Agency: Keeling & Co., Indianapolis, Ind. Acct. Exec.: L. H. Stormont.

CAT'S PAW RUBBER Co., Warner & Ostend, Baltimore 30, Md. Rubber Heels & Soles. Adv. Exec.: Larry L. Esterson. Agency: S. A. Levyne Co., Baltimore. Acct. Exec.: S. A. Levyne.

CEDERGREEN FROZEN PACK Corp., P.O Box 633, Bellingham, Wash., frozen foods. Adv. Exec.: John Walker. S. Agency: Bozell & Jacobs Inc., Seattle, Wash. Acct. Exec.: Ralph S. Combs.

CELANESE CORP. OF AMERICA, 180 Madison Ave., New York 16, N. Y. textiles, plastics and chemicals. Adv. Exec.: Albert S. Dempewolff. Agency: Ellington & Co., N. Y.

CELLOWAX Co., 7 So. Gay, Baltimore 2, Md., Cellowax and Bluko Cleaner. Adv. Exec.: Mrs. Nellie Swartz. Agency: Joseph Katz Co., Baltimore.

CENTAUR - CALDWELL DIV. OF STERLING DRUG Inc., 1450 Broadway, New York 18, N. Y., Fletcher's Castoria,, baby powder with olive oil, brushless shaving cream. Adv. Exec.: R. E. Gray. Agencies: Carl S. Brown Co., N. Y., Thompson-Koch Co., N. Y., Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: George Tormey.

CENTENNIAL FLOURING MILLS Co., 340 Central Bldg., Seattle 4, Wash., family flour, cake flour, pancake and waffle flour and feeds. Adv. Exec.: Howard W. Taylor. Agency: Honig-Cooper Co., Seattle. Acct. Exec.: Warren Kraft.

CENTLIVRE BREWING Corp., 2501 Spv Run Ave., Fort Wayne 3, Ind., Old Crown Ale and Beer. Adv. Exec.: Herman G. Centlivre. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

CERTIFIED BRANDS, Inc., 512 Delaware, Kansas City 6, Mo., affiliate of Fleming Co., Topeka, Kan. Fleming Coffee and Golden Wedding Coffee. Adv. Exec.: C. E. Dahlstrom. Agency: Rogers & Smith, Kansas City.

CHALMERS GELATINE Corp., Williamsville, N. Y., Chalmers Gelatine. Adv. Exec.: Henry E. Wilkie. S. Agency: Armand S. Weill Co., Buffalo, N. Y.

CHAMBERS BROS., FUR Mfr., 350 Seventh Ave., New York 1, N. Y. Furs. Adv. Exec.: Albert M. Chambers. Agency: Norman D. Waters & Assoc., N. Y.

CHAMBERS DISTRIBUTING Co. Inc., 34 Exchange Place, Jersey City, N. J. Chambers Gas Ranges. Adv. Exec.: Charles W. Zemer. Agency: Lewin, Williams & Saylor Inc., Newark. Acct. Exec.: Sheldon F. Berlow.

CHAMBERLAIN SALES Corp., 702 6th Ave., Des Moines 9, Iowa, lotion. Adv. Exec.: D. S. Chamberlain. Agency: Batten, Barton, Durstine & Osborn, Chicago. Acct. Exec.: K. W. Ellis.

CHAMPION MOTORS Co., Minneapolis, Minn., outboard motors. Adv. Exec.: Earle L. Du Monte. Agency: Alfred Colle Co., Minneapolis. Acct. Exec.: Kirk McCoy.

CHAMPION SPARK PLUG Co., 900 Upton Ave., Toledo, Ohio, spark plugs. Adv. Exec.: J. F. Lewis Jr.

CHAP STICK Co., 2101 Hudson St., Lynchburg, Va., Chap Stick, Chap-ans and So-Fair. Adv. Exec.: Everett Bond. S. D-C. Agency: Lawrence G. Gumbinner, N. Y. Acct. Exec.: Paul G. Gumbinner.

CHARMS Co., 601 Bangs Ave., Asbury Park, N. J., Charms Candy. Adv. Exec.: W. W. Reid III. Agencies: Scheck Adv. Agency, Newark. Acct. Exec.: Morris Scheck. Goold & Tierney Inc., N. Y. Acct. Exec.: Donald R. Mayer.

CHASE CANDY Co., 4230 Gravois Ave., St. Louis 16, Mo., Chase Candies, Cello-Fresh Bags and Nickel Naks. Adv. Exec.: Smith H. Cady Jr. Agency: Glee R. Stocker & Assoc., St. Louis.

CHATTANOOGA MEDICINE Co., 1715 W. 38th St., Chattanooga, Tenn., Black Draught Syrup, Black Draught Tablets, Cardui and Soltice. Adv. Exec.: Frank Walsh. S. Agencies: Harry B. Cohen Adv., N. Y. Acct. Exec.: Harry B. Cohen. Street & Finney, N. Y. Acct. Exec.: Robert Finney. Noble-Dury & Assoc., Nashville. Acct. Exec.: Albert Noble.

CHELSEA MILLING Co., Chelsea, Mich., biscuit mix and pie crust. Adv. Exec.: Howard Holmes. Agency: Clark & Rickerd Inc., Detroit.

CHEMICALS Inc., 2601 Wood, Oakland 7, Calif., starch and bleach. Adv. Exec.: Herman Harris. Agency: Sidney Garfield & Assoc., San Francisco. Acct. Exec.: William A. Morrison.

CHESAPEAKE & OHIO RAILWAY Co., 1214 Terminal Tower, Cleveland, Ohio, transportation. Adv. Exec.: Thomas J. Deegan Jr. Agency: Robert Conahay & Assoc., N. Y. Acct. Exec.: Robert S. Conahay.

CHEVROLET MOTOR Div., General Motors Corp., General Motors Bldg., Detroit, Mich., cars and trucks. Adv. Exec.: W. G. Power. Agency: Campbell-Ewald Co. Inc., Detroit. Acct. Exec.: H. G. Little.

CHICAGO ELECTRIC MFG. Co., 6333 W. 65th, Chicago 38, Ill., portable washers and electric appliances, freezers and fans. Adv. Exec.: Edmond J. Molloy. Agency: LeVally Inc., Chicago. Acct. Exec.: Rhodes V. Newbell.

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD Co., Rm. 796 Union Station Bldg., Chicago, transportation. Adv. Exec.: C. C. Dilley. S. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: J. V. Gilmour.

CHICAGO ROLLER SKATE Co., 4406-4458 W. Lake, Chicago 24, Ill., roller skates rink, dance, racing, sidewalk—stell wheels, rubber tire wheels. Adv. Exec.: Robert R. Ware. Agency: C. J. Ollendorf Adv., Chicago.

CHICAGO WESTERN CORP., 4119 W. Grand, Chicago 51, Ill., chicken. Adv. Exec.: Laurence H. Brink. Agency: Phil Gorden Agency, Chicago. Acct. Exec.: Phil Abrams.

CHOCOLATE PRODUCTS Co., 415 W. Scott, Chicago, Ill., chocolate drinks, and chocolate ice cream coatings. Adv. Exec.: John W. Erickson. Agency: Melamed, Hobbs Inc., Minneapolis. Acct. Exec.: Louis Melamed.

CHRISTIE, BROWN & Co., Ltd., 202 King, East, Toronto 2, Canada, biscuits. Adv. Exec.: H. S. Romani. Agency: MacLaren Adv. Co. Ltd., Toronto.

CHRISTMAS CLUB Corp., 230 Park Ave., New York, service offered to financial institutions. Adv. Exec.: Rita E. Rawll. S. Agency: Brooke, Smith, French & Dorrance, N. Y. Acct. Exec.: Harry Pengel.

CHRYSLER Corp., Detroit, Mich., cars and trucks. Adv. Exec.: Herman L. Weckler. Agencies: Ruthrauff & Ryan Inc., N. Y.; Ross Roy Inc., Detroit; McCann-Erickson Inc.; N. W. Ayer & Son Inc., Philadelphia; Batten, Barton, Durstine & Osborne Inc., N. Y. Acct. Exec.: Geo. Vonderlin. Grant Adv. Inc., Detroit. Zimmer-Keller Inc., Detroit. Zedar Talbott Inc., Detroit.

CHUNK-E-NUT PRODUCTS CO. of PITTSBURGH Inc., 2908 Smallman, Pittsburgh 1, Pa., Chunk-E-Nut Peanut Butter vacuum packed peanuts and nut-meats. Adv. Exec.: J. D. Moss. Agency: C. J. LaRoche & Co., N. Y.

CHURCH & DWIGHT Co., 70 Pine, New York 5, N. Y., baking soda. Adv. Exec.: P. F. Curran. Agencies: J. Walter Thompson Co., N. Y. and McKim Adv. Ltd., Montreal.

CINCH PRODUCTS Inc., 4540 W. Colorado Blvd., Los Angeles 26, Calif., cake and corn bread mixes. Adv. Exec.: E. W. Murphy. Agency: Elwood J. Robinson Adv., L. A. Acct. Exec.: Mel Jensen.

CINCY PRODUCTS Co., 2817 Highland Ave., Cincinnati 12, Ohio, wall paper cleaner. Adv. Exec.: J. E. Skidmore. Agency: Ralph H. Jones Co., Cincinnati.

CINDERELLA FOODS, Dawson, Ga., peanut butter. Adv. Exec.: C. M. Cruikshank. Agency: Beaumont & Hohman Inc., Atlanta. Acct. Exec.: J. L. Laube.

CITIES SERVICE Co., 60 Wall St., New York, gasoline and oil. Adv. Exec.: Tom DeBow. N. S. D-C. Agency: Ellington & Co., N. Y. Acct. Exec.: C. L. Landon.

CITRUS PRODUCTS Co., 11 East Hubbard, Chicago, Ill., Kist Beverages, Chocolate Soldier Chocolate Drink, Plus 4, Blue Bird and Century Concentrates. Adv. Exec.: M. E. Lucas. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: C. Lilienfeld.

CLARK BROTHERS CHEWING GUM Co., Merchant St., N. S., Pittsburgh 12, Pa., Clark's Teaberry, and Clark's Tendermint Chewing Gum. Adv. Exec.: Chas. Clark. Agency: McCann-Erickson, N. Y.

D. L. CLARK Co., 503 Martindale, Pittsburgh 12, Pa., candies. Adv. Exec.: L. A. Daly. Agency: Batten, Barton, Durstine & Osborne Inc., N. Y.

CLARY MULTIPLIER Corp., 408 Juniper St., San Gabriel, Calif., adding machines, calculators and cash registers. Adv. Exec.: Merwin Eberle. S. D-C. Agency BBDO, Los Angeles. Acct. Exec.: R. M. Schmeltzer.

CLASSIC PRODUCTS Co., 130 W. 26th, New York 1, N. Y., Canasta Play Kits. Adv. Exec.: M. Rubinoff. Agency: Ritter, Sanford & Price Inc., N. Y.

CLEAN PRODUCTS Co., 815 E. Mound, Columbus 5, O., wallpaper cleaner. Adv. Exec.: George W. Gusler. Agency: Byer & Bowman Adv., Columbus. Acct. Exec.: R. Testement.

CLEAN HOME PRODUCTS Inc., 2029-33 Clybourn, Chicago, Ill., Apex Moth Products and Vapair Room Deodorant. Agency: Walter L. Rubens & Co., Chicago.

CLEARSITE LABS., 916 Forbes, Pittsburgh 19, Pa., chemically treated cloth for fogproofing. Adv. Exec.: T. A. O'Leary. Agency: John R. C. Williams Adv., Pittsburgh.

CLEVELAND-SANDUSKY BREWING Corp., 2764 E. 55th, Cleveland 4, Ohio, Old Timers Ale and Gold Bond Beer. Adv. Exec.: Dorothie E. Schlect. Agency: H. Grider Adv., Cleveland.

CLICQUOT CLUB Co., Millis, Mass., Clicquot Club Pale Dry and Golden Ginger Ales and Sparkling Water. Adv. Exec.: Frank Weston. Agency: Frank Weston Adv., Providence.

CLUB ALUMINUM PRODUCTS Co., 1250 Fullerton Ave., Chicago, Club Aluminum Cookware. Adv. Exec.: C. E. Anderson. N. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Owen Smith.

CLUETT, PEABODY & Co. Inc., Arrow collars, shirts, ties, handkerchiefs, underwear and sport shirts. Adv. Exec.: G. A. Phillips. Agency: Young & Rubicam Inc. N. Y.

COCA-COLA Co., 515 Madison Ave., N. Y. 22, N. Y., Coca-Cola. Adv. Exec.: Felix W. Coste. Agency: D'Arcy Adv. Co., N. Y.

COFFEY APIARIES, Whitsett, Texas, honey. Adv. Exec.: Whitman Coffey.

COKER'S PEDIGREED SEED Co., Carolina Ave., Hartsville, S. C., seed. Adv. Exec.: J. W. Talbert. S. D-C. Agency: Liller, Neal & Battle, Atlanta, Ga.

COLDEN MFG. Co., 71 Bruen, Newark 5, N. J., Uri-Sist #716 Baby Crib Mattress. Adv. Exec.: R. B. Young. Agency: Jack P. Felton Adv., N. Y. Acct. Exec.: J. P. Felton.

COLE HOT BLAST MFG. Co., 3817 S. Racine Ave., Chicago, gas, oil, coal and wood stoves. Adv. Exec.: A. F. Wedderspoon. Agency: Symonds, McKenzie & Co., Chicago.

COLGATE-PALMOLIVE-PEET Co., 105 Hudson, Jersey City 2, N. J., Soap, Shave Creams, Dental Cream, Beauty Preps., Tooth Powder, Shampoo, Detergent, Deodorant & Ajax Cleanser, Denture Cleanser, Hand Lotion, Shaving Stick, Talc for Men, Vaseline Products. Adv. Exec.: Robert E. Healy. Agencies: Sherman & Marquette, N. Y. Acct. Exec.: William Breen. Ted Bates & Co., N. Y. Acct. Exec.: Douglas Morris. William Esty Co., N. Y. Acct. Exec.: A. E. Hardin. Lennen & Mitchell, N. Y. Acct. Exec.: Gordon Cates. Honig-Cooper. Co., San Francisco. Street & Finney Inc., N. Y. Grant Adv., N. Y.

COLGATE-PALMOLIVE-PEET Co. Ltd., 64 Colgate Ave., Toronto, Ont., Palmolive Soap, Shave Cream, Fab, Colgate Dentifrices, Halo Shampoo, Super Suds, Veto, Ajax Cleanser, Colgate Shave Cream, Vel, Odex Soap, Lustre Creme Shampoo, Colgate Beauty Soap, Cashmere Bouquet Soap and cosmetics. Adv. Exec.: Robert E. Jones. Radio Adv. Exec.: Peter Adamson. N.S. Agencies: Spitzer & Mills Ltd., Toronto. Acct. Execs.: Joe Charles and Jack Bedford. L. J. Heagerty Adv., Toronto. Acct. Exec.: L. J. Heagerty. Harry Foster Adv., Toronto. Acct. Execs.: Robert Cauley and Peter Morgan. Grant Adv. of Canada, Toronto. Acct. Exec.: Joe Wren.

COLLEGE INN FOOD PRODUCTS Co., 4301 So. Ashland Ave., Chicago 9, Ill., tomato juice cocktail, boned chicken and chicken ala king. Adv. Exec.: Paul F. Tevis. Agency: Weiss & Geller Inc., Chicago. Acct. Exec.: Bernard Gross.

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COLONIAL PROVISION Co., 128 Cross, Boston, Mass., smoked shoulders. Adv. Exec.: William C. Waugh. Agency: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

COLORADO MILLING & ELEVATOR Co., 620 Equitable Building, Denver, 1, Colo., flour, feed and grain products. Adv. Exec.: Forrest G. Meyer. Agencies: Ed. M. Hunter & Co., Denver. Acct. Exec.: Ed. M. Hunter. Arthur G. Rippey & Co., Denver. Acct. Exec.: Vernon Ewing.

COLORADO POTATO FLAKE & Mfg. Co., 1298 S. Broadway, Denver, Colo., potato chips. Adv. Exec.: W. L. McColm. S. D-C. Agency: Curt Frieburger Adv., Denver.

COLT SHOES Inc., 657 Atlantic Ave., Boston 11, Mass., shoes. Adv. Exec.: Edw. Traeger. Agency: Goulston Co., Boston. Acct. Exec.: Harry L. Barnett.

COLUMBIA BAKING Co., 375 Highland Ave., Atlanta 2, Ga., bread and cake. Adv. Exec.: Thos. M. Healy. Agency: Freitag Adv., Atlanta.

COLUMBIA PICTURES Corp., 729 Seventh Ave., New York 19, N. Y., motion pictures. Adv. Exec.: Arthur Schmidt. Agency: Weiss & Geller, N. Y.

COLUMBIA RECORDS Inc., 1473 Barnum Ave., Bridgeport 3, Conn., Subsidiary of Columbia Broadcasting System, Columbia Masterworks of Popular Records. Adv. Exec.: Albert B. Earl. Agency: McCann-Erickson, N. Y. Acct. Exec.: Arthur J. Kemp.

COMET RICE MILLS, 1600 Cedar, Beaumont, Texas, rice. Adv. Exec.: Neil D. Simon. Agency: Leche & Leche Inc., Dallas. Acct. Exec.: Miles F. Leche.

COMSTOCK CANNING Corp., 203 W. Miller, Newark, N. J., pie, sliced apples. Adv. Exec.: Harold J. Torrey. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Howard H. Bede.

CONFECTIONS Inc., 160 No. Loomis, Chicago 7, Ill., snacks, Olde Style Seasoned Popcorn, Fluf-y-Pop Popping Corn, Snacks Cheezies and Puf-Etts. Adv. Exec.: W. T. Hawkins.

CONGRESS CIGAR Co., 250 Fifth Ave., New York 1, N. Y., cigars. Adv. Exec.: D. A. Jenks. Agency: Schwimmer & Scott, Chicago.

CONMAR PRODUCTS Corp., 140 Thomas, Newark 1, N. J., slide fasteners. Adv. Exec.: B. P. Fischer. Agency: Wm. H. Weintraub & Co., N. Y. Acct. Exec.: James Eysler.

CONSOLIDATED CIGAR Corp., 67 W. 44th, New York 18, N. Y., cigars. Adv. Exec.: S. J. Silberman. Agency: Erwin, Wasey & Co., N. Y.

CONSOLIDATED COSMETICS Inc., 30 W. Hubbard, Chicago 10, Ill., liquid cream oil, all purpose cream soap, hand lotion, shampoo, denture adhesive, deodorant pads, lipstick and hair conditioner. Adv. Exec.: J. L. Younghusband. Agency: Ross Roy-Fogarty Inc., Chicago.

CONSOLIDATED DAIRY PRODUCTS Co., 635 Elliott Ave., W., Seattle 99, Wash., milks, butter and cheese. Adv. Exec.: J. C. Hubbart Jr. Agency: Mac Wilkins, Portland, Ore.

CONSOLIDATED PRODUCTS Co., 119 N. Washington St., Danville, Ill., feed. Adv. Exec.: Frank A. South. S. Agency: Dancer-Fitzgerald-Sample, Chicago. Acct. Exec.: Sewall Gardner.

CONSOLIDATED ROYAL CHEMICAL Corp., 657 W. Chicago Ave., Chicago, Krank's Shave Kreem, Mar-O-Oil, Peruna, Hypercin and Kolor-Bak. Adv. Exec.: William D. Field. S. D-C. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Rudie Singer Jr.

CONTINENTAL BAKING Co., 630 Fifth Ave., New York 29, N. Y., bread and cake. Adv. Exec.: Lee Mack Marshall. Agency: Ted Bates & Co., N. Y. Acct. Exec.: Walker G. Everett.

CONTINENTAL COFFEE Co., 375 W. Ontario, Chicago 90, Ill., coffee and tea. Adv. Exec.: Jacob Cohn. Agency: Western Adv., Chicago. Acct. Exec.: J. R. McCue.

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COOK CHEMICAL Co., 935 N. Wabash, Kansas City, Mo., Real-Kill Bug Killer. Adv. Exec.: L. E. Juengling. S. D-C. Agency: Philip E. Lindsay Adv., Kansas City. Acct. Exec.: Philip E. Lindsay.

COOK PAINT & VARNISH Co., 14th and Knox, Kansas City, Mo., paints, wallpaper and accessories. Adv. Exec.: C. O. Bratten Jr. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City. Acct. Exec.: J. B. Woodbury.

F. W. COOK Co., 11 N. W. 7th, Evansville 8, Ind. Cooks Goldblume Beer and Cook's 500 Ale. Adv. Exec.: Wm. J. Cleary. Agency: Fred W. Lahr Adv., Indianapolis.

COOPERATIVE GRANGE LEAGUE FEDERATION EXCHANGE Inc., Terrace Hill, Ithaca, N. Y. Adv. Exec.: R. B. Gervan. Radio Adv. Exec.: E. J. Biggie.

O. A. COOPER Co., Humboldt, Neb., Cooper Quality Guarded Feeds. Adv. Exec.: Guy Cooper Jr. S. D-C. Agency: Universal Adv., Omaha. Acct. Exec.: Millard Rosenberg.

ADOLPH COORS Co., Golden, Colo., Coors Beer and Malted Milk. Adv. Exec.: Paul G. Reeves. Agency: MacGruder-Bakewell-Kosta Inc., Denver.

COOTER Co., 308 W. Washington, Chicago 6, Ill., food products, soap and cleansers. Adv. Exec.: C. L. Pankratz. Agency: C. L. Miller Co., Chicago. Acct. Exec.: Irving M. Tuteur.

CORN PRODUCTS REFINING Co., 17 Battery Pl., New York 4, N. Y., syrup, salad and cooking oil, corn starch, puddings and laundry starch. Adv. Exec.: Wm. E. Hecht. Agency: C. L. Miller Co., N. Y.

COSMETICS DISTRIBUTORS Inc., 257 Cornelson Ave., Jersey City 6, N. J., Div. Block Drug Co., Minipoo Dry Shampoo. Adv. Exec.: G. J. Abrams. Agency: Joseph Katz Co., N. Y. Acct. Exec.: Nat Wildman.

E. J. COSSMAN & Co., 1003 Penn Ave., Pittsburgh 22, Pa., Wild West Toys. Adv. Exec.: Milton Levine. Agency: John R. C. Williams, Pittsburgh.

COTT BEVERAGE Corp., 197 Chatham, New Haven 9, Conn., beverages. Adv. Exec.: Albert Cott. Agency: John C. Dowd Inc., Boston.

COTTON PRODUCTS Co., Opelousas, La., shortening and salad oil. Adv. Exec.: J. P. Doherty. Agency: William G. Teters Adv., Baton Rouge. Acct. Exec.: W. G. Teters.

CRAG PRODUCTS, Inc., 744 Broad, Newark 2, N. J., hobby cement. Adv. Exec.: B. F. Ames. Agency: Franklin Fader Co., Newark, N. J. Acct. Exec.: Franklin Fader.

CRAWFORD'S Inc., 1013 Walnut St., Kansas City 6, Mo., maternity apparel. Adv. Exec.: Mrs. E. N. Plank. Agency: Allmayer-Fox Agency, Kansas City. Acct. Exec.: Elinor Fox.

CREAM OF WHEAT Corp., 730 Stinson Blvd., Minneapolis 13, Cream of Wheat. Adv. Exec.: G. V. Thomson. Agencies: Batten, Barton, Durstine & Osborn, Minneapolis. Acct. Exec.: Edward Cashin. Robert Otto & Co., N. Y.

CREAMETTE Co., 428 First, No., Minneapolis 1, Minn., Creamettes and Mother's Macaroni Products. Adv. Exec.: C. L. Norris. Agency: Martin-Williams Inc., Minneapolis. Acct. Exec.: Royce Martin.

CREMO BREWING Co., Belden St., New Britain, Conn., Cremo Beer.

CRESCENT ELECTRIC SUPPLY Co., 765 Iowa St., Dubuque, Iowa. Adv. Exec.: Raymond F. Fessler. Agency: W. D. Lyons Co., Cedar Rapids, Iowa. Acct. Exec.: R. B. Creswell.

CREST SPECIALTY Inc., 633 W. Washington Blvd., Chicago 6, Ill., collar stay downs, reel pipe cleaners, extension ty-racks and plastic linoleum binding. Adv. Exec.: S. S. Eliot. Agency: Edward A. Grossfeld & Staff, Chicago. Acct. Exec.: E. A. Grossfeld.

CRIBBEN & SEXTON Co., 700 N. Sacramento Blvd., Chicago, gas ranges and space heaters. Adv. Exec.: J. J. Brandt. Radio Adv. Exec.: B. M. Kewin. D-C. Agency: Christian Adv., Chicago. Acct. Exec.: R. Rezek.

CRISTY CHEMICAL Corp., 21 Putnam Lane, Worcester, Mass., Cristy Drygas. Adv. Exec.: Quintin Cristy. S. D-C. Agency: Humbert & Jones, N. Y. Acct. Exec.: Ralph C. Jones.

CROFT BREWING Co., 165 Terrace, Boston 20, Mass., Croft Cream Ale. Adv. Exec.: Winslow Sears. Agency: Albert Frank-Guenther Law Inc., Boston.

CROSLEY Div.—Avco Mfg. Corp., 1329 Arlington St., Cincinnati, Ohio, radio and TV receivers and home appliances. Adv. Exec.: V. C. Havens. Radio Adv. Exec.: Henry V. Onorati. N. S. D-C. Agency: Benton & Bowles, N. Y. Acct. Exec.: Neal Wyland.

CROSMAN ARMS Co., 15 Henrietta, Rochester 7, N. Y., air rifles, pellets and targets. Adv. Exec.: Stephen Hahn. Agency: Scrivener-Lewis & Co., Rochester. Acct. Exec.: Al Scrivener.

CROSS CANADA SALES, 106 Adelaide St., W., Toronto, Can., plastic starch. Adv. Exec.: W. Cross. Agency: Tandy Adv. Agency Ltd., Toronto. Acct. Exec.: W. H. Wilkes.

CROSSLAND MFG. Co., 2294 Albion, Toledo, Ohio, mothproofing products. Adv. Exec.: Hugh J. Crossland. Agency: Dorrance-Waddell Inc., N. Y.

CROSSE & BLACKWELL Co., Food Div., 6801 Eastern Ave., Baltimore 24, Md., Liquor Div., 840 Key Highway, Baltimore 30, Md., food products and liquors. Adv. Exec.: T. J. Finucan. Agencies: VanSant, Dugdale & Co., Baltimore. Emery Adv. Corp., Baltimore. Erwin, Wasey & Co., N. Y. McKim Adv. Ltd., Toronto, Canada.

CROWN LUGGAGE Co., 413 W. Redwood St., Baltimore, Md., luggage. Adv. Exec.: Leonard Katz. S. Agency: Kastor, Farrell, Chesley & Clifford, N. Y. Acct. Exec.: Walter Smith.

CRYSTAL CREAM & BUTTER Co., 1013 D, Sacramento, Calif., dairy products. Adv. Exec.: C. V. Hansen. Agency: Hoefer, Dieterich & Brown Inc., San Francisco. Acct. Exec.: John Hoefer.

CUBAN NATIONAL TOBACCO COMMISSION, Dept. Of Agriculture, Havana, Cuba, cigars and tobacco. Adv. Exec.: Carlos M. Galagarza. Agencies: Sindicato de Publicidad Internacional, Havana & Grant Adv., Havana.

CUBBISON MELBA TOAST & CRACKER Co., 3419 Pasadena Ave., Los Angeles, Calif., toast, crackers and flour mix. Adv. Exec.: E. B. Huchting. Agency: Larry Raymond Adv. Co., L. A. Acct. Exec.: Larry Raymond.

CUDAHY PACKING Co., So. Side Station, Omaha, Nebr., meats, meat products, butter, eggs, poultry, cheese, shortening and margarine. Adv. Exec.: L. G. Tremblay. Agencies: Grant Adv., Chicago. Acct. Exec.: W. R. Watson. Grant Adv. Ltd., Toronto.

CULLIGAN ZEOLITE Co., Walter Ave., Northbrook, Ill., water softeners and service. Adv. Exec.: A. T. Franz. Agency: Frederick, Franz & MacCowan, Chicago. Acct. Exec.: Alex Franz.

CUMBERLAND BREWING CO., 711 No. Center, Cumberland, Md., Old Export Beer. Adv. Exec.: C. Middendorf Jr. Agency: Harry Feigenbaum Adv., Philadelphia. Acct. Exec.: Leonard Schoor.

CURTICE BROTHERS Co., 155 W. Main, Rochester 4, N. Y., ketchup, canned and frozen vegetables and tomato juice cocktail. Adv. Exec.: F. J. Miller. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: Geo. C. Wiswell.

CURTIS PUBLISHING Co., Independence Square, Philadelphia, Pa., The Saturday Evening Post, Ladies Home Journal, Country Gentleman, Holiday and Jack & Jill. Adv. Exec.: Arthur W. Kohler. Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; N. W. Ayer & Son Inc., Philadelphia. Acct. Exec.: L. Davis Jones. Lamb & Keen Inc., Philadelphia. Acct. Exec.: J. O. Ellington.

CURTISS CANDY Co., 1101 Belmont Ave., Chicago 13, Ill., Baby Ruth, Butterfinger, Jolly Jack Candies, Curtiss Fruit Drops & Mints and Curtiss Gum. Adv. Exec.: C. B. Lahon. Agency: C. L. Miller Co., Chicago. Acct. Exec.: I. M. Tuteur.

CYNTHIA SWEETS Co., 16 New, East Boston 28, Mass., Cynthia Sweets, Miss Cynthia, Foss and Chimney Corner Chocolates. Adv. Exec.: Monroe L. Sharaf. Agency: George Riseman & Co., Boston. Acct. Exec.: Gale Lasker.

D

D-W-G Cigar Corp., 2180 E. Milwaukee Ave., Detroit 11, Mich., cigars. Adv. Exec.: Julius Gilbert. Agency: Century A. A., Detroit.

DAD'S ROOT BEER Co., 2800 N. Talman Ave., Chicago 18, Ill., Dad's Old Fashioned Root Beer. Adv. Exec.: Sam Goldstein. Agency: Malcolm-Howard A. A., Chicago. Acct. Exec.: Arthur Holland.

DAGGETT CHOCOLATE Co., 400 Main, Cambridge 42, Mass., Page & Shaw, Apollo, Walter M. Lowney & Daggett chocolates & candy, Gobelin chocolates. Adv. Exec.: F. L. Daggett. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl M. Frost.

DAIRY PRODUCTS GUILD, 1201 W. 8th, Cincinnati, ice creams. Adv. Exec.: R. C. Ruhl. Agency: G. P. Gundlach & Co., Cinn.

DAIRYMEN'S LEAGUE COOPERATIVE ASSN., 100 Park Ave., New York 17, milks & milk products. Adv. Exec.: Paul L. Talbot. Agency: Barlow A. A., Syracuse. Acct. Exec.: E. S. Barlow.

DALLAS-FORT WORTH BREWING Co., 1026 Young, Dallas 2, Texas, Bluebonnet Beer. Adv. Exec.: Harry B. Heutel. Agency: J. B. Taylor Inc., Dallas.

D'ARRIGO BROS. Co., 271 Market Terminal, Boston 10, Mass., broccoli, celery, chefs-salad. Adv. Exec.: Andrew D'Arrigo. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: Robt. F. O'Brien.

KAY DAUMIT Inc., 105 Hudson, Jersey City 2, N. J. (Sub. of Colgate-Palmolive-Peet Inc.), shampoo and hair dressing (Lustre Creme). Adv. Exec.: Robert E. Healy. Agency: Lennen & Mitchell Inc., N. Y. Acct. Exec.: Gordon Cates.

DAWSON'S BREWERY, 29 Brook, New Bedford, Mass., Dawson's beer. Adv. Exec.: Bennett Rockman. Agency: Bresnick & Co., Boston.

DAY & NIGHT Div. of Affiliated Gas Equipment Inc., 700 Royal Oaks Drive, Monrovia, Calif., Paneiray, water heaters. Adv. Exec.: Gene B. MacFarland. S. D-C. Agency: Hixon & Jorgensen, Los Angeles. Acct. Exec.: Tyler MacDonald.

DAYTON BREAD Co., 913 So. Patterson Blvd., Dayton 2, Ohio, bread. Adv. Exec.: Geo. A. Geis. Agency: Hutzler A. A., Dayton. Acct. Exec.: H. H. Hutzler.

DAYTON SPICE MILLS Co., Dayton 1, Ohio. Old Reliable coffee, tea. Adv. Exec.: C. F. Spicka. Agency: Advertising-Merchandising Assoc., Dayton, O.

DEARBORN STOVE Co., 619 Mercantile Bank Bldg., Dallas, Texas, gas heaters. Adv. Exec.: C. K. Foslien. D-C. Agency: Rogers & Smith, Dallas. Acct. Exec.: Wilson Goss and Gar Yates.

DECCA RECORDS Inc., 50 W. 57th New York 19, N. Y., Decca Records. Adv. Exec.: Mort L. Nasatir. Agency: Cunningham & Walsh, N. Y.

DECORATIVE CABINETS Corp., 261 5th Ave., New York 16, N. Y., E-Z-Do wardrobes, accessories. Adv. Exec.: Sidney Derman. Agency: Reiss Adv., 221 W. 57th, N. Y. C. Acct. Exec.: Joseph Reiss.

DELAWARE, LACKAWANNA & WESTERN COAL CO. (The Blue Coal Corp.), coal. Adv. Exec.: Wm. Englehart Jr. Agencies: Ruthrauff & Ryan Inc., N. Y. Acct. Exec.: Edward Simons. Vickers & Benson Ltd., Montreal.

DELTA AIR LINES Inc., Municipal Airport, Atlanta, Ga., airlines. Adv. Exec.: J. H. Cobb Jr. Agency: Burke Dowling Adams Inc., Montclair, N. J.

DELCO APPLIANCE DIVISION, General Motors Corp., 391 Lyell Ave., Rochester 1, N. Y., Delco-Heat (heating equipment); Delco water systems (pumps); Delco Appliance Electric Motors. Adv. Exec.: Stuart J. Rice. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: William H. Steele.

DELTA CHEMICAL MFG. Co., Western Ave. & Washington Blvd., Baltimore 30, Md., cleanser & bleacher. Adv. Exec.: D. H. Koumjian. Agency: Frank D. Webb Adv. Co., Baltimore.

XUM

GEORGE D. DENNISON Co., 350 Fifth Ave., New York 1, lingerie. Adv. Exec.: George D. Dennison. Agency: Leonard Gussow-James Hyman Adv., N. Y. C.

DENNISON'S FOODS, 9957 Medford Ave., Oakland 3, Calif., food products. Adv. Exec.: Paul B. Butler. Agency: Brisacher, Wheeler & Staff, Los Angeles.

DERAN CONFECTIONERY Co., 134 Cambridge, Cambridge 41, Mass., Deran's candies. Adv. Exec.: John A. Morrow. Agency: Arnold & Co., Boston.

DERBY FOODS Inc., 3327 W. 47th Place, Chicago, Peter Pan Peanut Butter. Adv. Exec.: W. C. Mackey. N. Agency: Needham, Louis & Brorby, Chicago. Acct. Exec.: William Ohle.

DERBY OIL Co., 420 Douglas, Wichita 1, Kans., gasoline, motor oil, fuel oils and asphalt. Adv. Exec.: C. A. Keller. Agency: McCormick-Armstrong Co., Wichita.

DES MOINES *REGISTER & TRIBUNE*, Des Moines, newspaper. Adv. Exec.: Charles Feldmann. Radio Adv. Exec.: Bert Stolp. S.

DESCO SHOE Corp., 21-07 Borden Ave., Long Island City 1, N. Y., casuals. Adv. Exec.: Fred J. Diamant. Agency: Leon A. Friedman, N. Y. C.

DE SOTO CHEMICAL Co., 15 N. DeSoto Ave., Arcadia, Fla., Gator Roach Hives. Adv. Exec.: Lowndes Treadwell. Agency: Griffith - McCarthy, Tampa. Acct. Exec.: R. E. McCarthy.

DeSOTO DIV. CHRYSLER Corp., 6000 Wyoming, Detroit 31, Mich., cars. Adv. Exec.: Karl H. Bronson. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

DETECTO SCALES, 540 Park Ave., Brooklyn 5, N. Y., scales, hampers & wastebaskets. Adv. Exec.: C. Harold Greene. Agency: The Joseph Katz Co., N. Y. C. Acct. Exec.: John Gvoufeui.

DEVOE & RAYNOLDS Co. Inc., 787 First Ave., New York, paints and varnishes. Adv. Exec.: Geo H. Fitch. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: John Hosch.

DIANA CORSET Co., 1 E. 33rd, New York 16, N. Y., girdles. Adv. Exec.: Sam Davis. Agency: Lester Harrison Inc., New York.

DIAMOND STATE BREWERY, Wilmington, Del., Stoeckle & Diamond State beer. Adv. Exec.: Harry Wachtel.

DIF Corp., South Ave., Garwood, N. J., cleaner. Adv. Exec.: Robert L. Kaiser. Agency: Bermingham, Castleman & Pierce, New York.

DINA-MITE FOOD Co. of California, 796 West Santa Anita Ave., San Gabriel, Cal., breakfast food. Agency: Coleman-Jones, Los Angeles.

DIVERSEY Corp., 1820 Roscoe, Chicago 13, cleaners, disinfectants. Adv. Exec.: Lynn A. Saylor. Agency: Cruttenden & Eger, Adv., Chicago. Acct. Exec.: Robert Ware.

DIXIE BREWING Co., 2401 Tulane Ave., New Orleans 3, La., Dixie Beer. Adv. Exec.: H. H. Negueloua. Agency: Sewell, Thompson & Caire, New Orleans.

DIXIE COFFEE Co., 2021 Morris Ave., Birmingham 3, Ala., coffee, tea. Adv. Exec.: R. A. Schneider. Agency: Keegan Advertising Agency, Birmingham.

DIXIE CUP Co., 24th & Dixie Ave., Easton, Pa., paper containers. Adv. Exec.: J. D. Catlin. Agency: Hicks & Greist, New York. Acct. Exec.: Harry Hicks.

DIXIE FOUNDRY Co., Cleveland, Tenn., gas ranges, heaters. Adv. Exec.: Robert Rymer. Agency: Gordon-Allison & Co., Atlanta. Acct. Exec.: Lewis F. Gordon Jr.

DOBLER BREWING Co., 180 Elm, Albany 2, N. Y. Dobler Private Seal Lager Beer. Adv. Exec.: Douglas Gordon. Agency: Woodward & Co., Albany. Acct. Exec.: David Fris.

DODGE DIV. CHRYSLER Corp., 7900 Joseph Campau Ave., Detroit 11, Mich., cars and trucks. Adv. Exec.: A. E. Horne. Agencies: Ruthrauff & Ryan Inc., N. Y. and Detroit. Ross Roy Inc., Detroit.

DOESKIN PRODUCTS Inc., 11 W. 42nd New York, sanitary napkins, facial tissues and dinner napkins. Adv. Exec.: W. O. Bradley. Agencies: Federal Adv. Agency Inc., N. Y., Harry B. Cohen Adv. Co. Inc., N. Y.

DOLCIN Corp., 683 5th Ave., New York 22, Dolcin pharmaceuticals. Adv. Exec.: W. P. Morrison. Agency: Victor van der Linde Co., N. Y. Acct. Exec.: C. E. Rains.

D'ORSAY SALES Co., 71 Fifth Ave., New York, perfume and toilet preps. Adv. Exec.: J. I. Poses. Agency: Morton Freund A. A. Inc., N. Y.

DORSET FOODS, 44-02 23d, Long Island City 1, N. Y., canned meat, soup. Adv. Exec.: Benj. Ebin. Agency: Geare-Marston, N. Y.

DOUBLEDAY & Co. Inc., 575 Madison Ave., New York, books. Adv. Exec.: Jerome S. Hardy. Agency: Franklin Spier Inc., N. Y.

DOUBLE-COLA Co., 1478 Market, Chattanooga 8, Tenn., Double Cola, Adv. Exec.: J. M. Geeslin. Agency: Aubrey, Moore & Wallace, Chicago. Acct. Exec.: L. B. Krick.

DOUGLAS AIRCRAFT Co., 3000 Ocean Park Blvd., Santa Monica, Calif., airplanes, guided missiles, electronic equipment and research. Adv. Exec.: O. B. Marble. Agency: J. Walter Thompson Co., L. A. Acct. Exec.: M. C. Borland.

DOW CORNING Corp., Midland, Mich., Silicenes eye glass cleaners. Adv. Exec.: L. S. Putnam. Agency: Don Wagnitz Adv., Midland, Mich. Acct. Exec.: Don Wagnitz.

DOYLE PACKING Co., 165 Branchport Chattanooga 8, Tenn., dog food. Adv. Exec.: J. Vaughan. Agency: John H. Riordan Co., L. A.

DRACKETT Co., 5020 Spring Grove Ave., Cincinnati 32, Ohio, dog candy. Adv. Exec.: A. H. Boylan. Agencies: Young & Rubicam Inc., N. Y.; The Ralph H. Jones Co., Cincinnati.

DRESS-OF-THE-MONTH-CLUB, 2323 S. Michigan Ave., Chicago 16, Ill., women's apparel. Adv. Exec.: Robert Hirshheimer. Agency: Kaufman and Assoc., Chicago. Acct. Exec.: Ad Rovin.

DREWRYS, U.S.A., 1408 Elwood Ave., South Bend 24, Ind., Drewrys Ale & Beer. Adv. Exec.: Leslie D. Fairbairn. Agency: Maxon Inc., Detroit. Acct. Exec.: William Laurie.

DUDE RANCH FOODS, 8001 So. Beach, Los Angeles, Calif., preserves, syrups and jams. Adv. Exec.: Arthur Tucey. Agency: Brisacher, Wheeler & Staff, Los Angeles.

DULANE Inc., 8550 W. Grand Ave., River Grove, Ill., Electrical Appliances. Adv. Exec.: Robert J. Flanagan. Agency: Lausen & Salomon, Chicago, Ill. Acct. Exec.: Milton H. Sellhorn.

JOHN H. DULANY & SON, Fruitland, Md., frozen, canned foods. Adv. Exec.: R. M. Kirk. Agency: Foote, Cone & Belding, New York. Acct. Exec.: Kenath Sponsel.

DULUTH BREWING & MALTING Co., 231 S. 29th Ave., W., Duluth 6, Minn., Royal Bohemian beer.

ALLEN B. DUMONT LABORATORIES, 750 Bloomfield Ave., Clifton, N. J., TV receivers & equipment. Agency: Campbell-Ewald Co., New York. Acct. Exec.: Winslow H. Case.

JUDSON DUNAWAY Corp., Grove & Third, Dover, N. H., moth destroyers, insecticides, toilet bowl cleaner, drain opener. Adv. Exec.: Nelson C. Latremore. Agency: J. M. Mathes Inc., N. Y.

DUNCAN COFFEE Co., 1200 Carr, Houston 1, Texas, Admiration, Bright & Early, Maryland Club coffee, Duncan tea. Adv. Exec.: C. W. Duncan. Agencies: Mercado Co., Houston; Tracy-Locke Co., Dallas. (Maryland Club Coffee).

DUNN & McCARTHY, 41-49 Washington, Auburn, N. Y., shoes. Adv. Exec.: John J. Lane. Agency: Amos Parrish & Co., New York. Acct. Exec.: David T. Levine.

DUO-THERM DIV., Motor Wheel Corp., E. Saginaw St., Lansing, Mich., heaters, furnaces and fuel oil appliances. Adv. Exec.: Louis C. Vandertill. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.

I. E. du PONT de NEMOURS & Co., Wilmington, Del. Adv. Exec.: William A. Hart. Radio Adv. Exec.: F. Lynn Dewey. N. Agency: BBDO, N. Y. Acct. Exec.: Maurice Collett.

DUQUESNE BREWING Co., Pittsburgh 3, Pa., Duquesne Pilsener, Can-O-Beer. Adv. Exec.: R. W. Friday. Agency: Walker & Downing, Pittsburgh.

DURACLEAN Co., Duraclean Bldg., Deerfield, Ill., Duraclean. Duraproof. Adv. Exec.: I. H. Marshall. Agency: Western Adv. Agency, Racine, Wis. Acct. Exec.: R. J. Wentzel.

DURALAQUE MFG. Co., 3661 Windsor Pl., St. Louis 13, Mo., cleaner. Adv. Exec.: Lansden McCandless. Agency: Warner & Assoc., St. Louis.

DURALUX Co., 770 Spruce, Wooster, Ohio., (Affil. of Buckeye Aluminum Co.), vacuum coffee makers. Adv. Exec.: Paul J. Malarkey. Agency: Direct.

DURHAM-ENDERS RAZOR Corp., Box 62, Mystic, Conn., Razors & Blades. Adv. Exec.: Duncan H. Henderson. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: John Barteau.

DURKEE FAMOUS FOODS Div. GLIDDEN Co., Union Commerce Bldg., Cleveland 14, Ohio. Adv. Exec.: N. B. Betzold. Agencies: Meldrum & Fewsmith Inc., Cleveland. Acct. Exec.: H. S. Gardner. Emil Reinhardt A. A., Oakland, Calif.

DURKEE - MOWER, 66-A Brookline, Lynn, Mass., Marshmallow Fluff, Sweeco. Adv. Exec.: H. Allen Durkee. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl Frost.

DUTCHESS UNDERWEAR Corp., 350 Fifth Ave., New York, ladies' nylon and rayon underwear. Adv. Exec.: Rene T. Selver. Agency: Ray Austrian Adv., N. Y. Acct. Exec.: C. Goldschmidt.

DWARFIES Corp., Council Bluffs, Ia., popped rice & wheat, 10-vitamins and jellies. Adv. Exec.: J. J. Oberdin. Agency: Buchanan-Thomas Adv. Co., Omaha, Neb. (Radio) Acct. Exec.: A. Reinemund.

DWINELL-WRIGHT Co., White House coffee, and tea, Caraja coffee. Adv. Exec.: G. Roland Crampton.

E

E & B BREWING Co., 2437 Orleans, Detroit 7, Mich., E & B Premium Beer, and E & B Golden Ale. Adv. Exec.: Louis T. Ranson. Agency: Simons-Michelson Co., Detroit.

EASE Inc., 2228 N. Hollywood Way, Burbank, Calif., soaps. Adv. Exec.: Robert L. Stone.

EASTERN AIR LINES Inc., 10 Rockefeller Plaza, New York, air transportation. Adv. Exec.: M. M. Frost. Agency: Fletcher D. Richards Inc., N. Y. Acct. Exec.: Bradley Walker.

EASY WASHING MACHINE Corp., Solar & Spencer, Syracuse 1, N. Y., washers and ironers. Adv. Exec.: Richard E. Weiss. Agency: Batten, Barton, Durstine & Osborn, Buffalo, N. Y. Acct. Exec.: Dale Casto.

EAST IDAHO BREWING Inc., 601 No. First, Pocatello, Idaho, Aero Club Beer. Adv. Exec.: Morris Rosauer.

EAST SIDE WINERY, Lodi, Calif., wine and brandy. Adv. Exec.: Howard Fuller. Agency: MacWilkins, Cole & Weber, Seattle. Acct. Exec.: Geo. Weber.

EASTERN WINE Corp., Bronx Terminal Market, New York 51, N. Y., champagne and sparkling burgundy. Adv. Exec.: Martin Lefcort. Agency: H. C. Morris & Co., N. Y.

PETER ECKRICH & SONS Inc., 1025 Osage St., Fort Wayne, Ind., meat products. Adv. Exec.: Lavern E. Gelow. S. Agency: Westheimer & Block, St. Louis, Acct. Exec.: Emma Brohr.

ECLIPSE FOOD PRODUCTS Inc., 663 Admiral, Providence, R. I., coffee and fruit syrups. Adv. Exec.: Ralph Peacock. Agency: Joseph Maxfield Co., Providence. Acct. Exec.: Joseph M. Finkle.

ECLIPSE SLEEP PRODUCTS Inc., 36 Milford, Brooklyn 8, N. Y., springs and beddings. Adv. Exec.: Irving Weisglass. Agency: E. T. Howard Co., N. Y.

EDMUNDSON-DUHE RICE MILL Co., Rayne, La., rice. Adv. Exec.: J. Otto Broussard. Agency: Griffith-McCarthy Inc., Tampa. Acct. Exec.: R. E. McCarthy.

EGAN FICKETT & Co., 226 W., New York, N. Y., oranges and grapefruit. Adv. Exec.: Bernard Egan. Agency: Dorothy B. Skinner Adv., 66 Harrison, N. Y.

EKCO PRODUCTS Co., 1949 N. Cicero Ave., Chicago 39, Ill., pressure cookers, kitchen tools, cutlery, tinware and baking pan equipment. Adv. Exec.: Earl Lewis. Agencies: Earle Ludgin & Co., Chicago. Dancer-Fitzgerald-Sample, Chicago.

ELECTRIC AUTO-LITE Co., Champlain & Mulberry, Toledo, Ohio, spark plugs, batteries, starting, lighting and ignition equipment, etc. Adv. Exec.: D. B. Seem. Agencies: Ruthrauff & Ryan Inc., Detroit. Acct. Exec.: Tod Reed. Cecil & Presbrey Inc., N. Y. Nat'l. Export Adv. Service Inc., N. Y.

ELECTRIC COMPANIES ADVERTISING PROGRAM, 30 Rockefeller Plaza, New York. Agency: N. W. Ayer & Son Inc., N. Y. Acct. Exec.: Dwight C. Van Meter.

ELECTRIC DEODORIZER Corp., 9999 Broadstreet, Detroit 4, Mich., electric deodorizer and safety switch. Adv. Exec.: R. J. Schuler. Agency: Karl G. Behr Adv., Detroit.

ELGIN AMERICAN DIV. OF ILLINOIS WATCH CASE Co., 853 Dundee Ave., Elgin, Ill., compacts, cigarette cases, dresser sets, simulated pearls and lighters. Adv. Exec.: Dale Mehrhoff. Agencies: Russel M. Seeds Co., Chicago. Acct. Executives: Harry B. Goldsmith Jr., and Geo. Bayard. Stewart, Lovick & McPherson, Vancouver, B. C.

ELGIN NATIONAL WATCH Co., 107 National St., Elgin, Ill., watches. Adv. Exec.: Gordon Howard. Agency: Young & Rubicam, Chicago. Acct. Exec.: Robert Burton.

ELLENA BROTHERS WINERY, Etiwanda, Calif., wines, sparkling wines and brandies. Adv. Exec.: John B. Ellena. Agency: Edward S. Kellogg Co., Los Angeles. Acct. Exec.: Edward S. Kellogg.

ELLIS CANNING Co., 1575 Alcott, Denver 4, Colo., chili and canned goods. Adv. Exec.: N. L. Koin. Agency: Ted Levy Adv. Agency, Denver. Acct. Exec.: Ted Levy.

DR. ELLIS SALES Co., 158 49th St., Pittsburgh, Pa. Adv. Exec.: J. A. Magnussen. S. Agency: Smith, Taylor & Jenkins, Pittsburgh. Acct. Exec.: R. P. Taylor.

ELMER CANDY Co., 540 Magazine, New Orleans 2, La., candy and preserves: Adv. Exec.: M. M. Elmer. Agency: Walker Saussy-Adv., New Orleans.

EMBREE MANUFACTURING Co., 10 W. Mravlag Place, Elizabeth, N. J., Wipe-On plastic base coating. Adv. Exec.: Eliot S. Howell. S. D-C. Agency: Metropolitan Adv., N. Y. Acct. Exec.: Harry Adair.

EMERSON DRUG Co., Lombard & Eutaw, Baltimore 1, Md., Bromo-Seltzer. Adv. Exec.: John H. Kelly. Agencies: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: Robert Buechner. F. H. Hayhurst Co. Ltd., Toronto.

EMERSON RADIO & PHONOGRAPH Corp., 111 8th Ave., New York 11, N. Y., radio and television receivers. Adv. Exec.: Charles Robbins. Agency: Foote, Cone & Belding, N. Y.

EMERY, BIRD, THAYER Co., 11th & Walnut, Kansas City 6, Mo., affiliate of Scruggs Vandervoort Barney Inc., St. Louis, dept. store. Adv. Exec.: Roy Craft. Agency: R. J. Potts-Calkins & Holden, Kansas City.

ENO-SCOTT & BOWNE, 60 Orange, Bloomfield, N. J., Scott's Emulsion & Scott's Ointment, Eno Effervescent Salt, Brylcreem. Adv. Exec.: Walter J. Werner. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

(Continued on page 374)

EFFECTIVE
JANUARY 1, 1952
AVERY-KNODEL, INC.
HAS BEEN APPOINTED
NATIONAL
REPRESENTATIVE
FOR
WSLS

610 K. C. NBC
WSLS
SERVING ROANOKE
AND WESTERN VIRGINIA

ENZO JEL Co., 9th at Penn., Sheboygan, Wis., Enzo Tomato Aspic, Enzo Jel and Enzo Thrist. Adv. Exec.: Horace G. Davis. Agency: Schoenfeld, Huber & Green Ltd., Chicago. Acct. Exec.: Merritt Schoenfeld.

ERIE BREWING CO., 22nd & State, Erie, Pa., Koehler's Beer. Adv. Exec.: A. W. Brevillier. Agency: Yount Co., Erie. Acct. Exec.: M. A. Yount.

ESKIMO PIE Corp., Bloomfield Bank & Trust Co., Bloomfield, N. J., Eskimo Pie. Adv. Exec.: William W. Wade. S. Agency: Buchanan & Co., N. Y. Act. Exec.: William Dasheff.

ESSLINGER'S, Inc., 10th & Callowhill, Phila. 23, Pa., Esslinger's Premium Beer. Adv. Exec.: Robert M. Brown. Agency: J. Cunningham Cox, Philadelphia. Acct. Exec.: Joseph Cox.

ESSO STANDARD OIL Co., 15 W. 51st St., New York 19, petroleum products. Adv. Exec.: R. M. Gray. Agency: McCann & Erickson, N. Y. Acct. Exec.: J. L. Deane, Marschalk & Pratt, N. Y. Acct. Exec.: H. C. Marschalk.

EUCLID CANDY Co. Of CALIFORNIA Inc., 715 Battery, San Francisco 26, Cal. Love Nest, Red Cap, Full Almonds, Go, and Jumbo 5c Candy Bars. Adv. Exec.: J. W. McKey. Agency: Sidney Garfield & Assoc., San Francisco.

EVANS CASE Co., 21 East, No. Attleboro, Mass., cigarette lighters, cases and accessories. Adv. Exec.: Arthur Bates. Agency: McNeill, McCleery & Creamer Inc., Hollywood, Calif.

EVERSHARP Inc., 1800 Roscoe, Chicago 13, Ill., shaving instruments. Adv. Exec.: E. E. Felton. Agencies: Biow Co., N. Y., J. M. Mathes Inc., N. Y., McCann-Erickson, N. Y.

F

F & F LABORATORIES Inc., 3501 W. 48th Place, Chicago 32, Ill., F & F Cough Lozenges and Syrup Confections items. Adv. Exec.: Bernard Fox. Agency: Schwimmer & Scott, Chicago.

FADA RADIO AND ELECTRIC Co., 525 Main, Beleville, N. J., radio receivers. Adv. Exec.: Herman N. Lubet. Agency: Sternfield-Godley Inc., N. Y. Acct. Exec.: Samuel Godley.

FAIRMONT CANNING Co., Fairmont, Minn., ready-to-serve vegetable salad. Adv. Exec.: T. A. Fremming. Agency: Patton-Hagerty-Sullivan Inc., Chicago.

FAIRMONT FOODS Co., 1206 Jones St., Omaha, Neb., dairy products and feeds. Adv. Exec.: H. R. Moorman. S. Agencies: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Robert Savage. Allen & Reynolds Adv., Omaha. Acct. Exec.: Robert Sanford.

FALLS CITY BREWING Co., 3050 W. Broadway, Louisville 11, Ky., Falls City Beer. Adv. Exec.: Henry Evers. Agency: Prater Adv., St. Louis. Acct. Exec.: Geo. L. Prater.

FALSTAFF BREWING Corp., 3617 Olive, St. Louis 8, Mo., Falstaff Beer. Adv. Exec.: Karl K. Vollmer. Agency: Dancer-Fitzgerald-Sample, N. Y. Acct. Exec.: Charles Hotchkiss.

FAMILY KITCHEN PRODUCTS Inc., 1548 S. Central Ave., Los Angeles 21, Calif., pie crust, biscuit and cookie mix. Adv. Exec.: Jane Stine. Agency: Botsford, Constantine & Gardner, San Francisco.

FANT MILLING Co., Sherman, Texas, flour and baking powder, feeds, mixes and corn meal. Adv. Exec.: James A. Fant. Agency: Couchman Adv., Dallas. Acct. Exec.: Albert Couchman.

S. W. FARBER Inc., 415 Bruckner Blvd., New York 54, N. Y., electrical appliances, automatic coffee robots, stainless steel cooking utensils and giftware. Adv. Exec.: I. Farber. Agency: Posner-Zabin Adv., N. Y. Acct. Exec.: James B. Zabin.

FARMER SEED & NURSERY Co., W. 4th St. & 9th Ave., Fairbault, Minn., farm and garden seeds, bulbs and plants. Adv. Exec.: R. J. Kiekenapp. S. Agency: Graves & Assoc., Minneapolis. Acct. Exec.: Si Peterson.

FATHER JOHN'S MEDICINE Co., 73 Market St., Lowell, Mass., Father John's Medicine. Adv. Exec.: Willard A. Parker. S. Agency: John W. Queen Adv., Boston.

FAULTLESS STARCH Co., 1025 W. 8th, Kansas City 7, Mo., starch. Adv. Exec.: Merrill W. Hoty. Agency: Bruce B. Brewer & Co., Kansas City.

FRED FEAR & Co., Foot Joralemon, colors and clam products. Adv. Exec.: Gabriel Lowenstein. Agency: Hilton & Riggio Inc., N. Y.

FELBER BISCUIT Co., Grant Ave. & McCoy St., Columbus, Ohio, cracker and cookie products. Adv. Exec.: R. M. Engle. S. Agency: Harry Miller Inc., Columbus. Acct. Exec.: Jack Maguire.

JOHN J. FELIN & Co., 4142 Germantown, Philadelphia 40, Pa., pork packer. Adv. Exec.: Walter J. Phelan Jr. Agency: Lewis & Gilman Inc., Philadelphia.

FELS & Co., 73rd St. & Woodland Ave., Philadelphia, Fels-Naptha Soap, Fels-Naptha Chips, Rol and Felso. Adv. Exec.: Max Brown. S. Agencies: H. H. DuBois Inc., Philadelphia. McKee & Albright, Philadelphia.

H. FENDRICH Inc., 101 Oakley, Evansville 7, Ind., cigars. Adv. Exec.: F. C. Fischer. Agencies: G. A. Saas & Co., Indianapolis. Russel M. Seeds Co., Indianapolis.

FRANK FEHR BREWING Co., 412 Fehr Ave., Louisville 2, Ky., Fehr's X. L. Beer. Adv. Exec.: Fehr Kremer.

EARL FERRIS NURSERY, 811 4th, N. E., Hampton, Iowa, nursery stock. Adv. Exec.: Wayne Ferris. Agency: Lessing Adv. Co. Inc., Des Moines. Acct. Exec.: R. J. Flynn.

J. H. FILBERT Inc., 3701 Southwestern Blvd., Baltimore 29, Md., margarine and mayonnaise. Adv. Exec.: J. F. Diener. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. Acct. Exec.: Luther Wood.

WILLIAM FILENE'S SONS Co., Subsidiary of Federated Department Stores, 426 Washington, Boston 1, Mass., ready-to-wear and accessories. Adv. Exec.: Lou Kaufman. Agencies: Dorland Inc., N. Y. Acct. Exec.: Goldie Heller. Batten, Barton, Durstine & Osborn, Boston.

FINDERS MFG. Co., 3669 So. Michigan Ave., Chicago 15, Ill., automatic deep-fry electric broiler and waffle iron and grill. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Chester D. Kuttner.

FINLAY STRAUS JEWELRY Co., 25 W. 14th, New York 11, N. Y., installment jewelers. Adv. Exec.: E. P. Hirshberg.

FIRESIDE MARSHMALLOW Co., 5 W. Hubbard, Chicago 10, Ill., marshmallow creme, marshmallows and candy. Adv. Exec.: Peter Volid.

FIRESTONE TIRE & RUBBER Co., 1200 Firestone Parkway, Akron, Ohio, tires, tubes, auto accessories, home supplies, plastics, foamed rubber products and mechanical rubber goods. Adv. Exec.: C. B. Ryan. Radio Adv. Exec.: A. J. McGinness. N. S. D-C. Agencies: Sweeney & James, Cleveland. Acct. Exec.: F. G. James. Gray Adv., N. Y. Acct. Exec.: B. I. Brownold.

FIRMAN LEATHER GOODS Corp., 137 E. 25th, New York 10, N. Y., bonded luggage. Adv. Exec.: Jessica Leighton. Agency: Mann-Ellis Inc., N. Y. Acct. Exec.: Jurt J. Mann.

FIRST NATIONAL STORES Inc., 5 Middlesex Ave., Somerville, Mass., food chain stores. Adv. Exec.: J. M. Duane. Agency: John C. Dowd Inc., Boston.

FISHER BROS. Co., 2323 Lakeside Ave., Cleveland, Ohio, Fisher foods. Adv. Exec.: George Fisher. Agency: Griswold-Eshleman Co., Cleveland. Acct. Exec.: Sam K. Betham.

FISHER CHEESE Co., Wapakoneta, Ohio, cheese. Adv. Exec.: Fred W. Fisher. Agency: Don Kemper Co., Dayton. Acct. Exec.: Don Kemper.

FISHER FLOURING MILLS Co., Harbor Island, Seattle 4, Wash., flour, Instant Cereal, Biskit Mix, cake flour, wheat germ, bakery flours and feeds. Adv. Exec.: W. S. Allen. Agency: Pacific National Adv., Seattle. Acct. Exec:. Trevor Evans.

FISHER NUT & CHOCOLATE Co., 2327 Wycliff, St. Paul, Minn., Salted-in-the-Shell Peanuts. Adv. Exec.: L. R. Smerling. Agency: Firestone-Goodman Adv., Minneapolis.

FITGER BREWING Co., 600 E. Superior, Duluth 2, Minn., Nordlager and Rex Imperial Dry Beers. Adv. Exec.: John Beerhalter.

FITZGERALD BROS. BREWING Co., 498 River, Troy, N. Y., Fitzgerald's Garryowen Ale, Burgomaster Beer and Pale Ale. Adv. Exec.: Arthur T. Newland. Agency: Hevenor Adv., Albany. Acct. Exec.: Edward T. Loveday.

FITZPATRICK BROS. Inc., 1300 W. 32nd Pl., Chicago 8, Ill., soap and cleansers. Adv. Exec.: D. C. Baker. Agency: Russel M. Seeds Co., Chicago.

FLAGSTAFF FOODS, Fayette St., Perth Amboy, N. J., food products. Adv. Exec.: Harold Levy. S. Agency: Weiss & Geller, N. Y.

FLEETWOOD COFFEE Co., 246 E. 11th, Chattanooga 1, Tenn., packaged roasted coffees and tea. Adv. Exec.: R. H. Leiper. Agency: Liller, Neal & Battle Adv., Atlanta.

FLORENCE STOVE Co., 205 School, Gardner, Mass., gas, oil and electric ranges and heaters. Adv. Exec.: R. B. Carey. Agency: Ruthrauff & Ryan, N. Y. Acct. Exec.: R.M. Watson.

FLORIDA CITRUS COMMISSION, Lakeland, Florida, oranges, grapefruit, tangerines and limes. Adv. Exec.: Dawson Newton. Agencies: J. Walter Thompson Co., N. Y.; Noyes & Sproul Inc., N. Y.

FLORIDA CITRUS EXCHANGE, 110 Oak Ave., Tampa 1, Fla., fruit juices. Adv. Exec.: Carlisle Kyle. Agency: Yorkunas Adv., Tampa.

FLORIDA STATE ADVERTISING COMMISSION, Caldwell Bldg., Tallahassee, Fla. Adv. Exec.: Beverly Grizzard. S. Agency: August Dorr Adv., Miami. Acct. Exec.; August Dorr.

FLORISTS' TELEGRAPH DELIVERY Assn., 200 Lafayette Bldg., Detroit, Mich., Flower-By-Wire. Adv. Exec.: Harold R. Hewey. Agency: Grant Adv., N. Y. Acct. Exec.: Robert Cole.

FLOTILL PRODUCTS Inc., Fresno & Charter Way, Stockton, Calif., canners. Adv. Exec.: Claude O. Young. Agency: Roy S. Durstine Inc., Los Angeles. Acct. Exec.: Robt. L. Nourse Jr.

FLOWERY MANICURE PRODUCTS Corp., 3636 Park Ave., New York 56, N. Y., manicure aids. Adv. Exec.: S. Quentin Lupo. Agency: G. Lynn Sumner Co., N. Y. Acct. Exec.: Foxhall Finney.

J. A. FOLGER & Co., 101 Howard, San Francisco 5, Cal., Folger's Coffee. Adv. Exec.: Walter P. Smith. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: Porter F. Anderson.

J. A. FOLGER & Co., 330 W. 8th, Kansas City, Mo., coffees. Adv. Exec.: Linton Bagley. Agency: Grant Adv., Chicago. Acct. Exec.: Howard A. Jones.

JAS. H. FORBES TEA & COFFEE Co., 922-926 Clark Ave., St. Louis 2, Mo., coffee, tea, spices, extracts and prepared mustards. Adv. Exec.: Jas. H. Forbes. Agency: Seelig & Co., Adv., St. Louis.

FORD MOTOR Co., 3000 Schaefer Road, Dearborn, Mich., cars, trucks, benzol, charcoal and other by-products. Adv. Exec.: Walker A. Williams. Agencies: J. Walter Thompson Co. Chicago; Kenyon & Eckhardt Inc., N. Y. Acct. Exec.: W. Breckenridge.

FOREMOST DAIRIES Inc., 2903 College, Jacksonville, Fla., milk, ice cream, milk products and orange juice. Adv. Exec.: Edward L. Volkwein. Agency: Fletcher D. Richards Inc., N. Y.

"42" PRODUCTS Ltd., 11500 Tennessee Ave., West Los Angeles 64, Calif., shampoo, hair oil and men's toiletries. Adv. Exec.: Max Mitchell.

FORGET-ME-NOT Co., 311 Wolf, Syracuse, N. Y., potato chips. Adv. Exec.: Fred Estlinbaum. Agency: Flack Adv. Agency, Syracuse. Acct. Exec.: David R. Allen.

L. C. FORMAN & SONS Inc., Pittsford, N. Y., piccalilli. Adv. Exec.: Wilbur E. Forman. Agency: C. Wendell Muench & Co., Chicago.

FORMFIT Co., 400 So. Peoria, Chicago 7, Ill., corsetry. Adv. Exec.: W. H. Lowry. Agency: MacFarland, Aveyard & Co., Chicago.

FORST PACKING CO. Inc., Kingston, N. Y., ham, bacon, frankfurters, smoked turkeys and sausage. Adv. Exec.: Henry Forst. Agency: Kaplan & Bruck, N. Y.

FORT PITT BREWING Co., 16th & Mary Sts., Sharpsburg 15, Pa., beer and ale. Adv. Exec.: C. J. Berardino. Agency: Batten, Barton, Durstine & Osborn, Pittsburgh. Acct. Exec.: Faris Feland.

FOSTER BROS. MFG. Co., 811 Broad, Utica 2, N. Y., ideal beds, springs, mattresses and cribs. Adv. Exec.: Robert H. Clarke.

FOSTER-MILBURN Co., 468 Dewitt St., Buffalo, N. Y., Doan's Pills. Adv. Exec.: M. W. Landon. S. Agency: Street & Finney, N. Y. Acct. Exec.: Warren Faxon.

I. J. FOX Inc., 393 Fifth Ave., New York 16, N. Y., furs. Adv. Exec.: Maurice W. Rybeck.

FOX HEAD BREWING Co., 227 Maple Ave., Waukesha, Wis., Fox Head 400 Beer and Old Waukesha Ale. Adv. Exec.: J. R. Wickstrom. S. D-C. Agency: Weiss & Geller, Chicago. Acct. Exec.: Marvin Mann.

PETER FOX BREWING Co., 2626 W. Monroe, Chicago 12, Ill., Fox DeLuxe. Adv. Exec.: A. L. Meyers. Agency: Carroll Dean Murphy Inc., Chicago.

FR Corp., 951 Brook Ave., New York 56, N. Y., photographic and X-ray chemicals and accessories. Adv. Exec.: Alfred J. Berman. Agencies: Kastor, Farrell, Chesley & Clifford Inc., N. Y.; Peck Adv., N. Y. Acct. Exec.: Norman Mack.

FRANCO AMERICAN HYGIENIC Co., 822 Custer Ave., Evanston, Ill., Dusorb and Cutigiene Skin Cream. S.

WALLY FRANK Ltd., 150 Nassau, New York 7, N. Y., pipes and tobaccos. Adv. Exec.: Ernest Brian. Agencies: Huber Hoge & Sons, N. Y.; Dundes & Frank Inc., N. Y.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., Old Master Beer and Old English Brand Ale. Adv. Exec.: Bruce Berckmans. Agency: Ruthrauff & Ryan Inc., Detroit.

FRANKLIN BREWING Co., 117 N. Sandusky, Columbus 8, Ohio, beer. Adv. Exec.: Donald L. Hines. Agency: Kelly & Lamb Adv., Columbus.

FRAZAR FOODS Ltd., Desert Springs, Calif., jelly powder, dehydrated vegetables, meat tenderizer, seasoner and marmalades. Adv. Exec.: Nelson A. Frazar. Agency: Hal Seidel Adv., Los Angeles. Acct. Exec.: Hal Seidel.

FREDONIA PRODUCTS Co., 200 Water, Fredonia, New York, wines. Adv. Exec.: Herbert Star. Agencies: Edward Hamburger Adv. Co., N. Y.; Pirsum Adv. Service, N. Y.

FREIHOFER BAKING Co., 20th & Indiana Ave., Philadelphia 32, Pa., dough and doughnuts. Adv. Exec.: John Hagy. Agency: Richard A. Foley Adv., Philadelphia. Acct. Exec.: Charles H. Eyles.

JULIAN FREIRICH, 46-01 5th, Long Island City, N. Y., bacon, corn beef, tongues and pork tenderloin. Adv. Exec.: J. Freirich. Agency: Peck Adv., N. Y. Acct. Exec.: A. S. Moss.

R. T. FRENCH Co., 50 Mustard St., Rochester 9, N. Y., mustard, spices, bird seed, bird gravel, worcestershire sauce, instant potato, pie crust mix and pie fillings, silver polish. Adv. Exec.: O. L. Westgate. Agencies: Richard A. Foley Adv. Inc., Philadelphia. Acct. Exec.: Charles H. Eyles. J. Walter Thompson Co., N. Y. Acct. Exec.: William Resor.

FRENCH SARDINE Co., Terminal Island, Calif., tuna, sardines and mackerel. Adv. Exec.: J. G. Scharer. Agency: Rhoades & Davis, San Francisco. Acct. Exec.: R. O. Davis.

FRESNOL MFG. Co., 122 N. Ave. 50, Los Angeles 42, Cal., ant poison. Adv. Exec.: C. L. Huffman.

S. FRIEDER & SONS Co., 319 No. 11th, Philadelphia 7, Pa., cigars. Adv. Exec.: Herbert S. Frieder. Agency: Al Paul Lefton Co., Philadelphia.

HENRY FRIEDRICKS & Co., 205 W. 39th, New York 18, N. Y., coats. Adv. Exec.: Melvin A. Turkel.

FRIEND BROS. Inc., 407 Main, Melrose 76, Mass., baked beans. Adv. Exec.: W. A. Friend. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. R. Miniter.

FRIGIDAIRE DIV., GENERAL MOTORS Corp., 300 Taylor, Dayton, Ohio, electric refrigerators, ranges, automatic washers, ironers, dryers, home freezers. Adv. Exec.: F. H. Peters. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Fairfax M. Cone.

FRISBIE SYRUP Co., 1522 E. Sprague, Spokane 15, Wash., fancy foods. Adv. Exec.: Stuart Dunlap. Agency: Madsen Adv., Spokane. Acct. Exec.: A. L. Madsen.

FRITO COMPANY Inc., 2600 Cedar Springs, Dallas 4, Texas, Fritos. Adv. Exec.: C. E. Doolin. Agency: Glenn Adv., Dallas.

FRONTIER REFINING Co., Boston Bldg., Denver 2, Colo., petroleum products. Adv. Exec.: Joe E. Tracey. Agency: Bob Betts Adv., Denver. Acct. Exec.: R. J. Betts.

FROST BROS., Houston St., San Antonio 5, Texas, women's specialty store. Adv. Exec.: Lessi Ellen. Agency: Sterling Adv., N. Y. Acct. Exec.: Ray Hanna.

THE FRUIT BELT PRESERVING Co., East Williamson, N. Y., canned apples. Adv. Exec.: G. I. Van Eenwyk. Agency: H. B. LeQuatte Inc., N. Y.

FRUIT INDUSTRIES Ltd., 416 W. 8th, Los Angeles 14, Calif., brandy, wines and champagnes. Adv. Exec.: A. J. Perelli Minetti. Agency: McCann-Erickson, San Francisco.

FRUZOLA Co., 439 Third East, Salt Lake City, Utah. Fruzola and Lik-M-Ade. Adv. Exec.: J. F. Smith. Agency: Ross Jurney & Assoc., Salt Lake City.

FUHRMANN & SCHMIDT BREWING Co., 301 E. Commerce, Shamokin, Pa., F & S Beer and Ale. Adv. Exec.: J. O. Schmidt Jr.

FULCRUM OIL Co., 315 13th St., Franklin, Pa., gun and reel oil. Adv. Exec.: Margaret Feldman.

W. P. FULLER & Co., 301 Mission, San Francisco, Calif., paints, glass and wallpaper. Adv. Exec.: L. H. Markwood. Agency: McCann-Erickson Inc., S. F. Acct. Exec.: H. Thomas.

FUNK BROS. SEED Co., 1402 W. Washington, Bloomington, Ill., Funk's G-Hybrid Seed Corn. Adv. Exec.: R. J. Laible. S. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: A. R. Crabb.

R. E. FUNSTEN Co., 1515 Delmar, St. Louis 3, Mo., Funsten's Pecans. Adv. Exec.: Hugh King. Agency: Oakleigh R. French & Assoc., St. Louis.

R. H. FYFE & Co., 2001 Woodward, Detroit 26, Mich., shoes. Adv. Exec.: Virginia Clee.

G

G. P. Corp., Box 888, Council Bluffs, Iowa, cereals and popcorn. Adv. Exec.: R. F. Willey.

GALE HALL ENGINEERING, 236 Huntington Ave., Boston, Mass., Mile-O-Meter. Adv. Exec.: A. J. White. Radio Adv. Exec.: R. Zokas. S.

E. & J. GALLO WINERY, Box 1173, Modesto, Calif., wines, vermouth, champagnes. Adv. Exec.: Neil Shaver. Agency: BBDO, San Francisco. Acct. Exec.: C. E. Hales & Christy Allen.

GALVESTON-HOUSTON BREWERIES, Galveston, Texas, Southern Select Beer. Adv. Exec.: H. S. Autrey. Agency: Ruthrauff & Ryan, Houston.

GARRETT & Co., Inc., 882 3rd Ave., Brooklyn, N. Y., wine, burgundy and champagne. Adv. Exec.: C. B. Cole. Agency: Stockton-West-Burkhart Inc., Cincinnati.

GASETERIA Inc., 1031 E. Washington St., Indianapolis, Ind., petroleum products. Adv. Exec.: Bernard C. McKay. S.

GAY APPAREL Corp., 307 W. 36th, New York 18, N. Y., Betty Gay Shops. Adv. Exec.: Joseph Nash.

GAYNES Inc., 500 7th Ave., New York 18, N. Y., women's apparel. Adv. Exec.: Ben Gaynes. Agency: Diamond & Barnett, N. Y.

GELLMAN MFG., Co., 1700 1st, Rock Island, Ill., sewing machine. Adv. Exec.: R. D. Wilder.

GEM PACKING Corp., 83 33rd, Brooklyn 32, N. Y., Edible Oils. Adv. Exec.: Remo F. Giordano. Agency: Emil Mogul Co., N. Y.

GENERAL BAKING Co., 420 Lexington Ave., New York 17, N. Y., bread and bakery products. Adv. Exec.: A. Waldron Stone. Agency: BBDO, N. Y. Acct. Exec.: Charles Dalton.

GENERAL CHEMICAL DIVISION, Allied Chemicals & Dye Corp., 40 Rector, New York 6, heavy chemicals, insecticides, Aerosol products. Adv. Exec.: J. J. Tomlinson. Agencies: Atherton & Currier, N. Y. Cunningham & Walsh, N. Y.

GENERAL CIGAR Co., 119 W. 40th, New York 18, cigars. Adv. Exec.: W. L. Rubin. Agencies: Federal A. A., N. Y., (Acct. Exec.: Jules Singer); J. Walter Thompson Co., N. Y., (Acct. Exec.: Howard Henderson) Donahue & Coe, N. Y., (Acct. Exec.: Robert E. Rinehart).

GENERAL DYESTUFF Corp., (Antara Products Div.), 435 Hudson, New York 14, N. Y., detergents. Adv. Exec.: D. M. Martin. Agency: R. T. O'Connell Co., N. Y.

GENERAL ELECTRIC Co., 5 Lawrence, Bloomfield, N. J., heating air conditioning and refrigeration equipment. Adv. Exec.: G. W. Hart. Agency: Kenyon & Eckhardt Inc., N. Y. Acct. Exec.: W. H. Green.

GENERAL ELECTRIC Co., 1285 Boston Ave., Bridgeport 2, Conn., clocks, fans, heating devices. home laundry equipment. Adv. Exec.: Geo. B. Park. Agency: Young & Rubicam, N. Y. Acct. Exec.: Frank Fagan.

GENERAL ELECTRIC Co., Schenectady, N. Y., electrical equipment. Adv. Exec.: Robert S. Peare. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

GENERAL ELECTRIC Co., Chemical Dept., Pittsfield, Mass., plastics, fesins, silicones, molding compounds and insulating materials. Adv. Exec.: Alan T. Wolcott. Agency: Benton & Bowles Inc., N. Y. Acct. Exec.: E. R. Beach.

GENERAL ELECTRIC Co., Electronics Dept., Syracuse, N. Y., radio receivers, television receivers and equipment. Adv. Exec.: L. E. Pettit. Agency: Maxon Inc., N. Y. Acct. Exec.: M. F. Mahony.

GENERAL ELECTRIC Co., Lamp Dept., Nela Park, Cleveland 12, Ohio, GE lamps. Adv. Exec.: W. H. Robinson, Jr. Agency: Foster & Davies, Cleveland. Acct. Exec.: G. C. Cozzens.

GENERAL FOODS Corp., 250 Park Ave., New York, food products. Adv. Execs.: Robert R. Mathews, Richard Whidden. Agencies: Young & Rubicam Inc., N. Y., Jell-O, Jell-O Puddings, Minute Tapioca, Minute Rice, Minute Gelatin, Swans Down Cake, Family Flour, Instant Cake Mix, Corn Muffin Mix & Bran Muffin Mix, Sanka, Instant Sanka, Kaffee Hag, Grape-Nuts, Grape-Nuts Flakes, Grape-Nuts Wheat Meal, Franklin Baker Cocoanut; all Birds Eye Products. Export: Bireley's Products, all products of Gen. Seafoods Div. & Electricooke Sls. Inc., Div. Foote, Cone & Belding, N. Y., Instant Postum & Postum Cereal, Post's Krinkles, Calumet Baking Powder, Post Toasties, La France & Satina. Benton & Bowles Inc., N. Y., Certo, Sure-Jell, Log Cabin Syrup, Post's 40% Bran Flakes, Post's Raisin Bran, Post-Tens, Post's Puffed Rice, Post's Puffed Wheat, Post's Sugar Crisp, D-Zerta, Bliss Coffee, Ridgways Tea, Maxwell House Tea, Diamond Crystal Salt, Walter Baker Products, Gaines Meal & Gaines Krunchon; all Snider Products, Yuban Coffee; Instant Maxwell House Soluble Coffee, Baker's 4-in-1 Cocoa Mix. Baker Adv. Agency Ltd., Toronto. Acct. Exec.: W. R. Baker.

GENERAL GROCER Co., 301 S. 8th, St. Louis 2, Mo., foods, coffee. Adv. Exec.: Dana Brown. Agencies: Ridgeway Co., St. Louis & Olian Adv. Co., St. Louis. Acct. Exec., Mrs. Margaret Hart Nelson.

GENERAL ICE CREAM Corp., 101 Nott Terrace, Schenectady 1, N. Y., dairy and meat products. Adv. Exec.: E. M. Rice. Agencies: McKee & Albright, Phila., Woodard & Co., Albany, Hoag & Provandie, Boston, Mass., Baldwin, Bowers & Strachan, Buffalo, Charles L. Rumrill & Co., Rochester, N. W. Ayer & Son, Phila.

GENERAL MILLS, 400 2d Ave., Minneapolis 1, Minn., Wheaties, Kix, Cheerios, Bisquick, Betty Crocker Mixes, Gold Medal Flour, Softasilk cake flour, Crustquick bakers flour, Larro feeds and vitamin products, home appliances, industrial machinery. Adv. Exec.: S. C. Gale. Agencies: Dancer-Fitzgerald-Sample, New York — Donald Manchester & H. M. Dancer (Acct. Exec.); Knox Reeves Adv., Minneapolis, Minn.—E. E. Sylvestre & Wayne Hunt (Acct. Exec.); BBDO, Minneapolis, Minn.—J. M. Bridge (Acct. Exec.); Tatham-Laird, Chicago, Ill.—A. E. Tatham & G. A. Bolas (Acct. Exec.): Zimmer-Keller, Detroit, Mich.—(Larro Div.).

GENERAL MILLS, Sperry Division, 116 New Montgomery, San Francisco 6, flour, cereal, feeds (see General Mills). Adv. Exec.: J. S. Mitchell. Agency: Knox Reeves Adv., San Francisco. Acct. Exec.: H. R. Ohleyer.

GENERAL MOTORS Corp., General Motors Bldg., Detroit 2, Mich. and New York, cars, trucks, spark plugs, engines, radios, steering gear and household appliances. Adv. Exec.: S. D. Hopkins. Agencies: D. P. Brother & Co. Inc., Detroit: Campbell-Ewald Co. Inc., Detroit; Campbell-Ewald Co. of N. Y. Inc., N. Y.; Geyer, Newell & Ganger Inc., Dayton; Albert Frank-Guenther Law Inc., N. Y.; Kudner Agency Inc., N. Y.; Foote, Cone & Belding, Chicago; MacManus, John & Adams Inc., Detroit; Kircher, Helton & Collett, Dayton; MacLaren Adv. Co. Ltd., Toronto; The Baker Adv. Agency Ltd., Toronto.

GENERAL RETAIL Corp., 125 8th Ave., N., Nashville, Tenn., shoes. Adv. Exec.: W. H. MacLay. Radio Adv. Exec.: Robert F. Lee Jr. S.

GENERAL SHOE Corp., 111 7th Ave., N., Nashville 3, Tenn. Adv. Exec.: Henry W. Boyd Jr. Agency: Noble-Dury & Assoc., Nashville. Acct. Exec.: Albert Noble.

GENERAL TIRE & RUBBER Co., Englewood Ave., Akron, Ohio, tires, storage batteries, rubber goods, vibration mounts and bearings. Adv. Exec.: Ralph Harrington. Agency: D'Arcy Adv. Co. Inc., Cleveland. Acct. Exec.: Stanley Seward.

GENESEE BREWING Co., 100 National, Rochester 5, N. Y., Genesee Beer. Adv. Exec.: James P. Duffy. Agency: Rogers & Porter, Rochester, N. Y.

GENEVA MODERN KITCHENS, Geneva, Ill., metal kitchen cabinets. Agency: O'Grady-Anderson-Gray, Chicago.

R. GERBER & Co., 6648 W. Randolph, Chicago 6, Ill., pop corn, olive oil. Adv. Exec.: Fred F. Drucker. Agency: Newby & Peron, Chicago.

WILLIAM GERST BREWING Co., 821 6th Ave. S., Nashville 2, Tenn., Gerst 57 Beer. Adv. Exec.: John Ozier. Agency: Noble-Dury & Assoc., Nashville.

A. GETTELMAN BREWING Co., 4400 W. State, Milwaukee, Wis., beer. Adv. Exec.: D. P. MacRae. Agency: Hoffman & York, Milwaukee. Acct. Exec.: Joel Kursel.

GILL BROS. SEED Co., N.E. 99th & Halsey, Portland, Ore. Adv. Exec.: Ray W. Gill. S. Agency: Montgomery Adv., Portland. Acct. Exec.: Richard Montgomery.

MARTIN GILLET & Co., Lombard & Cheapside, Baltimore, He-No Tea, House of Lords Coffee, tea and mayonnaise, Puddine dessert. Adv. Exec.: J. Gill Jacobsen. Agency: Clinton D. Carr & Co., Baltimore.

GILLETTE SAFETY RAZOR Co., 15 W. First, Boston 6, Mass., shaving equipment. Adv. Exec.: A. Craig Smith. Agencies: Maxon Inc., Detroit (Acct. Execs.: Lou R. Maxon & Searle Hendee); Foote, Cone & Belding, N. Y.

I. GINSBERG & BROS., 1350 Broadway, New York 18, N. Y., dresses. Adv. Exec.: Ralph Ginsberg. Agency: Sidney Lightstone Adv., N. Y.

GIOIA MACARONI Co., 1700 Elmwood Ave., Buffalo 7, N. Y., marcaroni products. Adv. Exec.: Horace A. Gioia. Agency: Storm Adv., Rochester. Acct. Exec.: Morry Storm.

GIPPS BREWING Corp., 500 S. Water St., Peoria, Ill., Gipps Beer. Adv. Exec.: Harry J. Krueger. S. D-C. Agency: Arbingast, Becht & Assoc., Peoria. Acct. Exec.: W. H. Arbingast.

GIRARD'S Inc., 502 Irwin St., San Rafael, Calif., Girard's Clear French Dressing and Girard's Wine Vinegar Dressing. S. Agency: Lockwood-Shackelford Adv., San Francisco. Acct. Exec.: Alan Cameron.

A. GIURLANI & BRO., 537 Front, San Francisco 26, Calif., olive oil, wines, vermouth. Adv. Exec.: G. Giurlani. Agency: Honig-Cooper Co., San Francisco.

GIVEN Mfg. Co., 3301 E. Fruitland, Los Angeles 58, Calif., Waste King pulverators garbage disposer. Adv. Exec.: Hollis Harper. N. S. D-C. Agency: H. M. Gardner & Assoc., L. A. Acct. Exec.: H. M. Gardner.

GLADE CANDY Co., 55 W. 8th, Salt Lake City 12, Utah. Glade candy. Adv. Exec.: J. V. Glade. Agency: Ad-Craftsmen, Salt Lake City.

GLASER, CRANDELL Co., 2000 S. Western Ave., Chicago 8, Ill., preserves, mustard, sauces and Chinese foods. Adv. Exec.: R. J. Glaser. Agency: Schwimmer & Scott, Chicago.

GLENWOOD RANGE Co., 300 W. Water St., Taunton, Mass., ranges, washers and refrigerators. Adv. Exec.: Malcolm Leach. Agency: John C. Dowd Inc., Boston. Acct. Exec.: William J. Haughey.

GLIDDEN Co., 11001 Madison Ave., Cleveland, Ohio, paints, margarine, salad dressings, mayonnaise, shortening, livestock, poultry and pet feeds. Adv. Execs.: Tully H. Turney (Paint Div.), Joseph N. Fritsch (Feed Mill Div.). Agency: Meldrum & Fewsmith Inc., Cleveland. Acct. Exec.: H. W. Cooper.

GLOBE BREWING Co., 327 S. Hanover, Baltimore 1, Md., Arrow Beer. Adv. Exec.: Donald C. McNamara. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: John McHugh.

GOLD MEDAL CANDY Corp., 2857 W. 8th, Brooklyn, N. Y., taffy and peanut brittle. Adv. Exec.: Sidney M. Kent. Agency: Donahue & Coe Inc., N. Y.

GLO-LURE Inc., Medford, Wis., fishing equipment. Adv. Exec.: Gordon Thielk.

GLUCKIN Corp., 148 Madison Ave., New York 11, N. Y., bras. Adv. Exec.: Harry Gluckin. Agency: Dowd, Redfield & Johnstone, N. Y.

GLUEK BREWING Co., 2000 N. E. Marshall, Minneapolis 18, Minn. Adv. Exec.: Louis A. Gluek. Agency: Vance Pidgeon & Assoc., Minneapolis.

GODCHAUX SUGARS, Carondelet Bldg., New Orleans 7, sugar, poultry litter, syrups. Adv. Exec.: J. A. Godchaux. Agency: Fitzgerald Adv. Agency, New Orleans. Acct. Exec.: J. Epstein.

H. C. GODMAN Co., 46 E. Fulton, Columbus 16, Ohio, shoes. Adv. Exec.: Dale Lawrence. Agency: Mumm, Mullay & Nichols, Columbus. Acct. Exec.: G. A. Slater.

GOEBEL BREWING Co., Rivard & Maple, Detroit 7, Mich., beer. Adv. Exec.: Arnold C. Graham Jr. Agencies: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: C. A. Monroe. Russell, Harris & Wood, San Francisco, Calif. (Adv. on Goebel Brewing Co. of Calif.).

M. K. GOETZ BREWING Co., 6th & Albemarle, St. Joseph, Mo. Adv. Exec.: Allen B. Russell. S. Agency: Compton Adv., Chicago. Acct. Exec.: Richard K. Montgomery.

GOLD MEDAL HAIR PRODUCTS Inc., 337 Kings Highway, Brooklyn 23, N. Y., hair styles, hair pieces, marcel irons, pressing combs, sun glasses, hair and scalp preparations, Carbonel Products. Adv. Exec.: E. Sherman. Agencies: W. L. Vomack Inc., Brooklyn; Whitbey Assoc., N. Y.; Dowd, Redfield & Johnstone, N. Y.

GOLD SEAL Co., Bismarck, N. D., cleaning products. Adv. Exec.: Thomas S. Kleppe. Agency: Campbell-Mithun, Minneapolis, Minn. Acct. Exec.: Alden Grimes.

GOLDEN MIX, 105 W. Monroe, Chicago 3, Golden Mix for griddle cakes. Adv. Exec.: H. A. Dingeldein. Agency: J. R. Pershall Co., Chicago.

GOLDEN STATE Co., 425 Battery, San Francisco 11, Calif., dairy products. Adv. Exec.: Don M. Lawton. Agency: BBDO, San Francisco. Acct. Exec.: C. T. Allen.

GOLDTONE RAZOR BLADE Co., 432 Plane, Newark 2, N. J., blades. Adv. Exec.: D. J. Nadeau. Agency: Market Research & Adv., N. Y.

SAMUEL GOLDWYN PRODUCTIONS Inc., 1270 6th Ave., New York 20, motion pictures. Adv. Exec.: Al Vaughan. Agency: Foote, Cone & Belding, N. Y.

GOOD FOODS Inc., 5725 Highway No. 7, Minneapolis 3, Minn., peanut butter. Adv. Exec.: A. M. Brisbois. Agency: Guild, Bascom & Bonfigli, San Francisco.

GOODALL Co., Cincinnati, Ohio. (See Palm Beach Co., Cincinnati.)

GOOD HUMOR Corp., 46-81 Metropolitan Ave., Brooklyn 6, N. Y., ice cream. Adv. Exec.: Walter Best.

GOOD LUCK FOOD Co., 101 Manhattan, Rochester 7, N. Y., desserts and pie crust mix. Adv. Exec.: Oscar Westgate. Agency: J. Walter Thompson Co., N. Y.

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GOODYEAR TIRE & RUBBER Co. Inc., 1144 E. Market, Akron, Ohio, tires and tubes, mechanical goods, shoe products, flooring, films, vinylfilm, airfoam, repair materials, batteries and brake lining, balloons, balls, boats and rafts, car and home accessories, aviation products. Adv. Exec.: J. K. Hough. Agencies: Young & Rubicam Inc., N. Y.; Compton Adv. Inc., N. Y.; Kudner Agency Inc., N. Y.; Norman Malone & Assoc., Akron.

GORDON BAKING Co., 2303 E. Vernor, Detroit 7, Mich., bread. Adv. Exec.: G. P. Kemnitz. Agency: N. W. Ayer & Son, Detroit.

GOTTFRIED Co., 1778 E. 30th, Cleveland 14, Ohio., dresses. Adv. Exec.: C. L. Gottfried. Agency: Lustig Adv., Cleveland. Acct. Exec.: Leroy Lustig.

JAMES GRAHAM MFG. Co., Newark, Calif., Wedgewood Gas Ranges. Adv. Exec.: Clark Petit.

GRANADA WINES, 95 Harvey, Cambridge, Mass. Adv. Exec.: John L. Campbell. Agency: Daniel F. Sullivan Co., Boston. Acct Exec.: Charles W. Rankin.

GRAND UNION Co., 50 Church, New York 7, food, household products. Adv. Execs.: (Stores Div.) Mary K. Brown, (Route Div.) F. Ferry. Agencies: S. Duane Lyon Inc., N. Y.; Jesse Kram, N. Y.; French & Preston, N. Y.

W. T. GRANT Co., 1441 Broadway, New York 18, general merchandise. Chain. Adv. Exec.: Jos R. Rowen.

GRAPETTE Co., 112 E. Grinsted, Camden, Ark. Grapette beverages. Adv. Exec.: A. Roy Allen. Agency: Henri, Hurst & McDonald, Chicago.

L. J. GRASS NOODLE Co., 6027 Wentworth Ave., Chicago 21, Ill., egg noodles and soups. Adv. Exec.: A. Irving Grass. Agency: Charles Silver & Co., Chicago.

GREAT ATLANTIC & PACIFIC TEA Co., 420 Lexington Ave., New York 17, A & P chain stores. Adv. Exec.: Ralph W. Burger. Agencies: Paris & Peart, N. Y.

GREAT CHINA FOOD PRODUCTS Co., 2520-58 S. State, Chicago 16, canned Chinese food products. Adv. Exec.: Eugene Y. Liu. Agencies: Ewell & Thurber & Assoc., Chicago and H. C. Morris & Co., N. Y.

GREEN SPOT Inc., 1501 Beverly Blvd., Los Angeles 26, Green Spot orange and grapefruit beverages, grape concentrate. Adv. Exec.: H. M. Kitchen. Agency: Philip J. Meany Co., Los Angeles. Acct. Exec.: Philip J. Meany.

GREENWICH HOUSE Corp., 939 8th Ave., New York 19, pipes. Adv. Exec.: Nat Friedland. Agency: Ruth Brooke Adv., N. Y.

GREER SHOP TRAINING Inc., 2230 S. Michigan Ave., Chicago, trade school. Adv. Exec.: Roland S. Treland. S. Agency: Harry Atlinson Agency, Chicago. Act. Exec.: C. F. Southward.

WILLIAM GRETZ BREWING Co., 1536 Germantown Ave., Philadelphia 22, Pa., Gretz beer. Adv. Exec.: Karl L. Gretz. Agency: Seberhagen Inc., Phila. Acct. Exec.: F. H. Seberhagen.

GREYHOUND Corp., 141 W. Jackson Blvd., Chicago, bus transportation. Adv. Exec.: J. L. Williams. Agency: Beaumont & Hohman, Chicago. Acct. Exec.: T. R. McCabe.

GRID-L-RICH Inc., 645 N. Michigan, Chicago, Ill., Grid-L-Redi pancake batter. Adv. Exec.: J. S. Friedman. Agency: Olian Adv. Co., Chicago.

GRIESEDIECK BROS. BREWERY Co., 1920 Shenandoah Ave., St. Louis 4, beer. Adv. Exec.: Harold W. Neusitz. Agency: Ruthrauff & Ryan, St. Louis. Acct. Exec.: Oscar Zahner.

GRIESEDIECK WESTERN BREWERY Co., 1201 West E St., Belleville, Ill., Stag beer. Adv. Exec.: Frank B. Griesedieck. Agency: Maxon Inc., Chicago. Acct. Execs.: Vinton Hall and Lester Sholty.

GRIESEDIECK WESTERN BREWERY Co., 3607 N. Florissant Ave., St. Louis 7, Mo., Hyde Park beer. Adv. Exec.: Frank B. Griesedieck. Agency: McCann-Erickson, Chicago. Acct. Exec.: Jos. B. Benge.

GRIFFIN GROCERY Co., Muskogee, Okla., Griffin's coffee, tea, canned foods. Adv. Exec.: James C. Leake. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: E. A. Warner.

GRIFFIN MFG. Co., 410 Willoughby Ave., Brooklyn 5, N. Y., shoe polish. Adv. Exec.: W. F. Smith. Agency: Bermingham, Castleman & Pierce, N. Y. Acct. Exec.: A. Bermingham.

GRIGGS, COOPER & Co., 1821 University, St. Paul 4, Minn., foods, crackers, cookies, candies. Adv. Exec.: R. E. Norman. Agency: Campbell-Mithun, Minneapolis.

GROCERY STORE PRODUCTS Co., West Chester, Pa., food products. Adv. Exec.: Donald N. Givler. Agencies: Campbell-Ewald Co., Chicago; Ted Bates & Co., N. Y. Acct. Exec.: J. R. Busk.

JULIUS GROSSMAN Inc., 415 Fifth Ave., New York 16, shoes. Adv. Exec.: Samuel G. Staff. Agency: Sterling A. A., N. Y. Acct. Exec.: Wm. Forray.

GROVE LABORATORIES Inc., 2630 Pine St., St. Louis, 4-Way Cold Tablets, Bromo Quinine Cold Tablets and Grove's Chill Tonic. Adv. Exec.: Robert J. Piggott. S. Agencies: Harry B. Cohen Adv., N. Y. Acct. Exec.: Harry B. Cohen. Gardner Adv., St. Louis; Charles E. Claggett.

GRUEN WATCH Co., Time Hill, Cincinnati, Ohio. Adv. Exec.: Bernard M. Kliman. S. Agency: McCann-Erickson, N. Y. Acct. Exec.: Les Williams.

GUITARE Inc., 652 N. Robertson Blvd., Hollywood 46, Calif., non-smear lipstick. Adv. Exec.: Raymond Keane. Agency: Raymond Keane Adv., Los Angeles. Acct. Exec.: E. W. Keane.

CHARLES GULDEN Inc., 50 Elizabeth, New York 13, mustard. Adv. Exec.: A. Schief. Agency: Chas. W. Hoyt Co., N. Y.

GULF BREWING Co., 5301 Polk Ave., Houston, Texas, Grand Prize Beer. Adv. Exec.: Rex E. Potter. N. S. Agency: Foote, Cone & Belding, Houston. Acct. Exec.: Lovick Draper.

GULF OIL Corp., Gulf Bldg., Pittsburgh, Pa., gasoline and motor oil. Adv. Exec.: W. E. Dermody. Agencies: Young & Rubicam Inc., N. Y. Acct. Exec.: Paul C. Richardson. Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y. Acct. Exec.: J. Sherwood Smith.

GUNTHER BREWING Co., 1211 S. Conkling St., Baltimore, Md. Adv. Exec.: Henry R. Turnbull. S. Agency: Biow Co., N. Y. Acct. Exec.: John Hamm.

GUSTINETTES Inc., 30-28 Starr Ave., Long Island City, N. Y., slippers. Adv. Exec.: J. Gustin. Agency: Guilford Adv. Agency, N. Y.

GUTHRIE BISCUIT Co., 1 Montgomery, San Francisco, crackers. Adv. Exec.: C. J. Kellogg. Agency: Ruthrauff & Ryan, San Francisco. Acct. Exec.: H. O. Nelson.

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HAAS, BARUCH & Co., 4700 Boyle Ave., Los Angeles 12, canned, preserved foods. Adv. Exec.: B. Kerker. Agency: Robert Smith Adv. Agency, Los Angeles. Acct. Exec.: Mel Smith.

A. C. L. HAASE Co., 4300 Geraldine, St. Louis 15, Mo., olives, olive oil, delicacies. Adv. Exec.: A. J. Bader. Agency: Hirsch & Rutledge, St. Louis.

HABITANT SOUP Co., Commercial St., Manchester, N. H., soups. Adv. Exec.: Remi Limoges. Agency: Chambers & Wiswell, Boston, Mass.

HACKER BREWING Co., 609 S. Union, Lawrence, Mass., Five X Ale, Amberlite Ale, Lager Beer. Adv. Exec.: Albert I. Richmond.

HAFFENREFFER & Co., 30 Germania, Boston 30, Pickwick Ale. Adv. Exec.: T. C. Haffenreffer. Agency: H. B. Humphrey, Boston.

HAFNER ASSOCIATES Inc., 350 Fifth Ave., New York 1, upholstery and plastic fabrics. Agency: Humbert & Jones, N. Y. Acct. Exec.: Kingsley E. Humbert.

HALF MOON FRUIT & PRODUCE Co., 161 Washington, San Francisco, grapefruit, strawberries, melons, turkeys. Adv. Exec.: S. H. Paganucci. Agency: Roland Hauck, S. F. Acct. Exec.: Roland Hauck.

HALL BROTHERS Inc., 2505 Grand Ave., Kansas City 10, Mo. Hallmark Greeting Cards. Adv. Exec.: J. C. Hall. Agency: Foote, Cone & Belding, Chicago.

MARTIN L. HALL Co., 365 C St., Boston 27, Victor Coffee. Adv. Exec.: Stanley W. Ferguson. Agency: John C. Dowd Inc., Boston.

ROBERT HALL CLOTHES Inc., 1241 Broadway, New York 1, N. Y. (Div. of United Merchants & Mfg.). Clothing (men and women, boys and girls). Adv. Exec.: Frank B. Sawdon. Agency: Frank B. Sawdon Inc., N. Y. Acct. Exec.: F. B. Sawdon.

HAMILTON-BEACH Co., Div. of Scovill Mfg. Co., Racine, Wis., food mixers, vacuum cleaners, service equipment for fountain, restaurant and bar. Adv. Exec.: John R. Egan. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: Don Elrod.

HAMLINS WIZARD OIL Co., 230 W. Huron, Chicago 10, Ill. Adv. Exec.: John A. Schreiber. Agency: Ewell & Thurber Adv. Agency, Chicago.

THEO. HAMM BREWING Co., 720 Payne Ave., St. Paul, Minn., beer. Adv. Exec.: Clyde E. Rapp. N. S. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: R. L. Forrest.

HAMPDEN BREWING Co., 45-95 N. Chicopee, Willimansett, Mass., Hampden Mild Ale. Adv. Exec.: Wm. J. Massey. Agency: Reingold Co., Boston. Acct. Exec.: H. Q. Reingold.

PETER HAND BREWERY Co., 1000 W. North Ave., Chicago 14, Meister Brau beer. Adv. Exec.: Andrew S. Gantner. Agency: BBDO, Chicago. Acct Execs.: Ken Ellis and Wm. Sternhoff.

JAMES HANLEY Co., 35 Jackson, Providence 3, R. I., Hanley beer. Adv. Exec.: J. W. Barndollar.

HARDWARE MUTUALS, Stevens Point, Wis., insurance. Adv. Exec.: H. E. Manske. Radio Adv. Exec.: J. A. Toepel. S. Agency: Roche, Williams & Cleary, Chicago. Acct. Exec.: Stewart Weston.

HARFORD FROCKS Inc., 3301 Colerain Ave., Cincinnati 25, (Div. of Fashion Frocks Inc), dresses. Adv. Exec.: C. E. Israel. Agency: E. H. Brown A. A., Chicago. Acct. Exec.: Harry Schneiderman.

HARRIET HUBBARD AYER Inc., 505 Park Ave., New York 20 (sub. of Lever Brothers Co., N. Y.), toilet preparations. Adv. Exec.: David N. Jones. Agency: Ellington & Co., N. Y. Acct. Exec.: Van Davis.

A. HARRIS & Co., Main & Akard, Dallas 1, Texas, department store. Adv. Exec.: Arthur L. Kramer Jr. Agency: J. R. Flanagan A. A., N. Y.

A. S. HARRISON Co., P. O. Box 568, South Norwalk, Conn., floor wax. Adv. Exec.: Jacques Wiese. S. Agency: Calkins & Holden, N. Y. Acct. Exec.: Z. C. Barnes.

HARRISON PRODUCTS Inc., 45 2nd, San Francisco 5, Calif., Shut-Eye, No-Doz Awakeners Tablets. Adv. Exec.: Richard Golden. Agency: Sidney Garfield & Assoc., San Francisco.

HARTZ MOUNTAIN PRODUCTS, 36 Cooper Sq., New York 3, N. Y., bird and pet products. Adv. Exec.: Edgar Stern. Agency: Geo. H. Hartman Co., Chicago.

HARVEY-WHIPPLE Inc., 55 Emery St., Springfield, Mass., burners and air conditioning equipment. Adv. Exec.: Theodore A. Hodgdon.

HASKINS BROS. & Co., Div. of Manhattan Soap Co., Omaha, Neb., soap. Agency: Duane Jones Co., N. Y.

HASTINGS MFG. Co., Hastings, Mich., Casite, Drout, spark plugs. Adv. Exec.: Don H. Collins. S. Agency: Keeling & Co., Indianapolis. Acct. Execs.: Lowell Stormont and William Hutchison.

HATHAWAY BAKERIES, 44 Life, Boston 35, Mass., bread and cakes. Adv. Exec.: S. Carl Crosby. Agency: Bresnick & Co., Boston.

HAUCK BAKERY Co., 2801 S. 7th St. Louis, Mo., bread and cakes. Adv. Exec.: L. A. Freund.

HECHT Co., 7th & F Sts., Washington, D. C., department store. Adv. Exec.: James Rotto. Radio Adv. Exec.: Vi Sutton. Agency: Harwood Martin Adv., Washington.

G. HEILEMAN BREWING Co., 1027 S. Third, La Crosse, Wis., Heileman's Old Style Lager beer. Adv. Exec.: F. B. Evans. Agency: Gordon Best Co., Chicago. Acct. Exec.: Gordon Best.

H. J. HEINZ Co., 1062 Progress, Pittsburgh 12, food products. Adv. Exec.: J. H. Letsche. Agencies: Maxon Inc., Detroit. Acct. Exec.: F. W. Overesch. MacLaren Adv. Co., Toronto, Canada & National Export Adv. Ser., N. Y.

HELBROS WATCH Co., 6 W. 48th St., New York, watches. Adv. Exec.: Irwin H. Roseman. S. Agency: Wyatt & Schuebel, N. Y. Act. Exec.: Reggie Schuebel.

HELIN TACKLE Co., 3669 Meldrum, Detroit 7, Mich., Flatfish fishing lures. Adv. Exec.: Charles Helin. Agency: Dudgeon, Taylor & Bruske, Detroit. Acct. Exec.: W. C. Dudgeon.

HELP Inc., 122 W. Kinzie, Chicago 10, cleaner, water softener, drain pipe cleaner. Adv. Exec.: Peter Bezek. Agency: Rogers & Smith, Chicago.

HELWIG & LEITCH, 101 N. Haven, Baltimore, syrup and mayonnaise. Adv. Exec.: L. Chickering. Agency: Harrison Pitt Inc., Baltimore. Acct. Exec.: Merlin J. Pitt.

HENRI'S FOOD PRODUCTS Co., 232 E. Keefe Ave., Milwaukee, salad dressings. Adv. Exec.: Helen M. Brockman. Agency: Cramer-Krasselt Co., Milwaukee.

JOS. HENSLER BREWING Co., 73 Wilson Ave., Newark 5, N. J. Hensler's beer. Adv. Exec.: Don Stedfield. Agency: Lewin, Williams & Saylor, Newark. Acct. Exec.: Richard H. Gulick.

HERSHEL CALIFORNIA FRUIT PRODUCTS Co., San Jose, Calif., tomato paste. Agency: Brisacher, Wheeler & Staff, San Francisco.

CHRISTIAN HEURICH BREWING Co., 26th & D Sts., N. W., Washington, D. C., Senate and Old Georgetown beer. Adv. Exec.: Edward R. Wade. S. Agency: Henry Kaufman & Assoc., Washington. Acct. Exec.: R. C. O'Donnell.

HEYWOOD BOOT & SHOE Co., 70 Winter, Worcester 4, Mass. Adv. Exec.: Charles S. Hoar.

HILEX Co., 319 E. Kellogg Blvd., St. Paul 1, Minn., Hilex. Adv. Exec.: Asa A. Eldredge. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Goodwin Alarik.

HILLS BROTHERS Co., 110 Washington, New York 16, food products. Adv. Exec.: Ralph R. Weaver. Agency: Biow Co., N. Y.

HINZE AMBROSIA Inc., 30 Rockefeller Plaza, New York 20, cosmetics. Adv. Exec.: J. E. Gabrielsen. Agency: Street & Finney, N. Y.

CHARLES E. HIRES Co., 206 So. 24th, Philadelphia 3, Pa. Hires R-J Root Beer, Purock Water. Adv. Exec.: John R. Minten. Agency: N. W. Ayer & Son, Philadelphia (All adv.).

H. H. HIXSON & Co., 1218 N. Halsted, Chicago 22, coffee. Adv. Exec.: N. A. Fick. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: Earl E. Sproul.

HOBEN CANDY Corp., Ashley, Ill. Adv. Exec.: L. S. Hoben. Agency: Grant Adv., Dallas, Texas. Acct. Exec.: Samuel W. Hepworth.

RUBE P. HOFFMAN Co., Los Angeles 14, Calif., woolen & rayon piece goods. Adv. Exec.: William E. Bloch. Agency: Murray, Dymock, Carson, L. A.

HOFFMAN BEVERAGE Co., 400 Grove, Newark 6, N. J. (Sub. of Pabst Brewing Co.) Hoffman soda, Tom Collins Mixer, Distrs. of Pabst Blue Ribbon Beer. Adv. Exec.: Nathan Perlstein. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

HOFFMAN RADIO Corp., 3761 S. Hill St., Los Angeles, Calif., television sets. Adv. Exec.: Donald E. Larson. Agency: Walter McCreery Inc., Beverly Hills, Calif. Acct. Exec.: Richard Berggren.

HOGAN LABS, 155 Perry, New York 14, equipment. Adv. Exec.: Elliott A. Crooks. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. Acct. Exec.: A. W. Gudelman.

JOHN HOHENADEL BREWERY, Philadelphia 29, Hohenadel beer & Indian Queen ale. Adv. Exec.: George R. Moore. Agency: Buckley Organ., Phila. Acct. Exec.: Geo. C. Martin.

HOL-GRAIN PRODUCTS, 1630 Fifteenth Ave., W., Seattle 99, Wash., rice wafers. Adv. Exec.: Llewellyn F. Wing. Agency: Pacific National Adv. Agency, Seattle.

HOLLEB & Co., 3225 S. Western Ave., Chicago 8, Ill., foods. Adv. Exec.: Nat Holleb. Agency: Kuttner & Kuttner, Chicago. Acct. Exec.: Chester Kuttner.

HOLLY SUGAR Corp., Golden Cycle Bldg., Colorado Springs, Colo., sugar. Adv. Exec.: R. L. Woodward. Agency: J. Walter Thompson Co., San Francisco.

HOLLYWOOD CANDY Co., 836 S. Chestnut St., Centralia, Ill., candy bars. Adv. Exec.: Frank T. Egan. S. Agency: Ruthrauff & Ryan, St. Louis. Acct. Exec.: Fred S. Zweig.

HOLLYWOOD FILM STUDIOS, 7021 Santa Monica Blvd., Hollywood 38, Calif., photo enlargements. Adv. Exec.: D. Baskin. Agencies: Milton Weinberg Adv. Co., Los Angeles. Harold S. Schwartz & Asso., Chicago.

HOLLWOOD SHOE POLISH Inc., 105-78 Van Wyck Blvd., Richmond Hill, N. Y. Shoe Polish & Sani-White. Adv. Exec.: Irving Sternberg. Agency: G. Lynn Sumner Co., New York. Acct. Exec.: Foxhall Finney.

D. H. HOLMES Co., 819 Canal, New Orleans, department store. Adv. Exec.: Sidney I. Donnaud. Agency: Walker Saussy Adv., New Orleans.

HOME-MAKERS HAVEN, 73-04 37th Ave., Jackson Heights, N. Y., kitchen utensils. Adv. Exec.: King Rosenbaum. Agency: Ritter, Sanford & Price, New York. Acct. Exec.: Dan Price.

HOME PRODUCTS INTERNATIONAL, 22 E. 40th, New York, (Div. American Home Prods. Corp.) (Foreign Distribution of Products). Adv. Exec.: Walter Sauer. Agencies: McCann Erickson Inc., N. Y. Acct. Exec.: Luis Dillon. Foote, Cone & Belding, International Corp., N. Y.

HOMIX PRODUCTS Inc., 99 Hudson, New York 13, N. Y., OZ mixes. Adv. Exec.: Stella Reichman. Agency: Roy S. Durstine Inc., N. Y.

HONEYBUGS Inc., 47 W. 34th, New York 18, N. Y., slippers. Adv. Exec.: Edward White. Agency: Herbert W. Frank A. A., Boston.

HOOD CHEMICAL Co., 1937 S. Broad, Philadelphia 48, Pa., bleach, starch, ammonia. Adv. Exec.: P. E. Neff. Agency: Gray & Rogers, Phila. Acct. Exec.: Bill Edwards.

HOOKER GLASS & PAINT Co., 651 Washington Blvd., Chicago, Hooker Paints. Adv. Exec.: B. W. Kunst. S. D-C. Agency: Froebsting-Taylor Adv., Chicago.

HORLACHER BREWING Co., 311 Gordon, Allentown, Pa., Perfection, Short Snorter, Horlacher's Coburger beer.

HORLICKS Corp., 2120 Northwestern Ave., Racine, Wis., malted milk & instant cocoa. Adv. Exec.: T. C. Thompson.

GEO. A. HORMEL & Co., Austin, Minn., food products. Adv. Exec.: Carson J. Morris. Agencies: BBDO, Minneapolis; Robt. Otto & Co., New York.

HORN & HARDART BAKING Co., 208 S. Warnock, Philadelphia 7, chain restaurants & retail shops. Adv. Exec.: L. W. Lowther. Agency: Clements Co., Phila.

JACOB HORNUNG BREWING Co., 3111 N. 22nd, Philadelphia 32, Hornung beer, Londonderry ale. Adv. Exec.: Albert J. Westerman. Agency: Clements Co., Phila.

HOROWITZ BROS. & MARGARETEN, Review Ave. at 29th, Long Island City 1, N. Y., noodle products, canned chicken & Kosher foods. Adv. Exec.: Frederick Margareten. Agencies: Keilson Co., New York & Advertisers Bcstg. Co., N. Y.

HOTEL BAR FOODS Inc., 16 Jay St., New York. Adv. Exec.: Albert Lowenfels. S. Agencies: Al Paul Lefton Inc., N. Y. Acct. Exec.: Robert Misch. Coordinated Adv. Corp., N. Y. Acct. Exec.: Lest Wolff.

HOTPOINT Inc., 5600 W. Taylor St., Chicago 44 (Affiliate of General Electric Co.), electric ranges, refrigerators, freezers, water heaters, dishwashers. Adv. Exec.: C. C. Gramer. Agency: J. R. Pershall Co., 105 W. Adams, Chicago.

HOUSE BEAUTIFUL CURTAINS Inc., 36 W. 25th, New York 10, curtains. Adv. Exec.: Stanley Karlin. Agency: Miller A. A., N. Y.

HOUSE OF LOWELL, 441 S. College, Piqua, Ohio, hand cream, deodorants. Adv. Exec.: Ray V. Shipman. Agency: Hugo Wagenseil & Assoc. Dayton, Ohio. Acct. Exec.: William Guisewite.

HOUSE OF OLD MOLINEAUX, 35 Lansdowne, Boston 15, wines. Adv. Exec.: Joseph T. Hanlon. Agency: Hirschon-Garfield, Boston.

HOUSEHOLD FINANCE Corp., 919 N. Mich. Ave., Chicago, Ill., family finance service. Adv. Exec.: N. T. Schwin.

HOUSTON PACKING Co., 3301 Navigation Blvd., Houston 1, Texas, ham, bacon, shortening, sausage. Adv. Exec.: W. G. Moody.

W. J. HOWEY Co., Howey-in-the-Hills, Fla., citrus fruits. Adv. Exec.: Heney Balch. Agency: Needham & Grohmann, N. Y.

HUBBARD MILLING Co., Mankato, Minn., concentrates, flour. Adv. Exec.: T. F. Yarger. Agency: Kinnard & Kinnard, Minneapolis.

HUBINGER Co., 601 Main, Keokuk, Iowa, Elastic starch. Adv. Exec.: A. M. Robinson. Agencies: Compton Adv., Chicago (powdered starch), N. A. Winter Adv. Agency, Des Moines, (liquid starch).

HUDEPOHL BREWING Co., 40 E. McMichen Ave., Cincinnati 10, Ohio, Hudepohl beer, Chevy ale. Adv. Exec.: J. A. Hesselbrock. Agency: Stockton, West & Burkhardt, Cincinnati.

HUDNUT SALES Co. Inc., 113 W. 18th, New York, beauty preparations. Adv. Exec.: Donald Bryant. Agencies: Kenyon & Eckhardt Inc., N. Y. The G. Lynn Sumner Co. Inc., N. Y. Acct. Exec.: G. Lynn Sumner.

J. L. HUDSON Co., 1206 Woodward Ave., Detroit, department store. Adv. Exec.: William B. Bond. Radio Adv. Exec.: Sonia P. Manuel.

HUDSON MOTOR CAR Co., 12601 E. Jeff. Ave., Detroit, Mich., cars. Adv. Exec.: Geo. A. Browder. Agencies: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: Guy C. Smith. Ronalds Adv. Agency Ltd., Toronto.

HUDSON PULP & PAPER Corp., 505 Park Ave., New York 22, napkins & gummed tape. Adv. Exec.: Richard C. Staelin. Agencies: Duane Jones Co., N. Y. (Hudson napkins); Robertson & Buckley, Chicago (gummed tape).

HULMAN & Co., 900 Wabash Ave., Terre Haute, Ind., baking powder. Adv. Exec.: Ralph Horton. Agency: Pollyea Inc., Terre Haute.

HUMBLE OIL & REFINING Co., Humble Bldg., Houston, Texas, gasoline and motor oil. Adv. Exec.: G. A. Mabry. N. Agency: Wilkinson-Schiwetz & Tips Inc., Houston. Acct. Exec.: J. B. Wilkinson.

HUNT FOODS Inc., 3055 Wilshire Blvd., Los Angeles, Calif., food products. Adv. Exec.: R. P. Gillespie. Agency: Young & Rubicam Inc., L. A. Acct. Exec.: Donald Barr.

HYDROX Corp., 415 E. 24th, Chicago 16, ice cream. Adv. Exec.: H. G. Hodson. Agencies: Dancer-Fitzgerald-Sample, Chicago & Ivan Hill, Chicago.

HYGRADE FOOD PRODUCTS Corp., 2811 Michigan Ave., Detroit, meats & meat products. Adv. Exec.: Alan L. Radcliff. Agency: Brooke, Smith, French & Dorrance, Detroit.

HY-PHEN Corp., Matoaka, W. Va., Hy-Phen Tablets. Adv. Exec.: George R. Corvin. S.

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IDEAL FILM SUPPLY Co., 243 W. 55th, New York 19, N. Y., still film and motion picture film (black, white and color). Adv. Exec.: Morton Reisfeld. Agency: Richard & Gunther Inc., N. Y. Acct. Exec.: Morton Reisfeld.

IDEAL MACARONI Co., 2018 Scovill, Cleveland, Ohio, macaroni and spaghetti. Adv. Exec.: Leo C. Ippolito. Agency: Carpenter Adv. Co., Cleveland. Acct. Exec.: V. J. Siena.

IDEAL NOVELTY & TOY Co., 200 Fifth Ave., New York 10, N. Y., dolls and animals, toys. Adv. Exec.: B. F. Michtom. Agency: Atlantic Adv., N. Y. Acct. Exec.: Irving Glick.

IDEAL PICTURES Corp., 58 E. South Water St., Chicago, film rentals. Adv. Exec.: Milton Schwartz. S. D-C. Agency: Schwimmer & Scott, Chicago. Acct. Exec.: Fred Vosse.

ILLINOIS CANNING Co., Hoopeston, Ill., canned goods. Adv. Exec.: R. E. Snively. Agency: Goodkind, Joice & Morgan Inc., Chicago. Acct. Exec.: Fred Swanson.

ILLINOIS MEAT Co., 3939 Wallace, Chicago 9, Ill., meat products. Adv. Exec.: R. E. Brickman. Agency: Arthur Meyerhoff & Co., Chicago.

IMPERIAL PRODUCTS Inc., 525 Walnut, Cincinnati 2, Ohio, window shades, accessories, plastic drapes and cottage sets. Agency: Associated Adv., Cincinnati. Acct. Exec.: S. M. Levy.

IMPERIAL PRODUCTS Co., 1600 Fontain, Philadelphia 21, Pa., Air-Oma. Adv. Exec.: P. S. Halpern. Agency: Solis S. Cantor Adv., Philadelphia.

IMPERIAL SUGAR Co., Sugar Land, Texas., cane sugar. Adv. Exec.: W. H. Louviere. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

INDEPENDENT GROCERS' ALLIANCE OF AMERICA, 131 S. Wabash Ave., Chicago 3, Ill., food products. Adv. Exec.: Dale W. Nolan.

INDEPENDENT MILWAUKEE BREWERY, 2701 S. 13th, Milwaukee 7, Wis., Braumeister, Lager & Pilsener, Independent and Log Cabin beer, ginger ale and sodas. Adv. Exec.: Fred K. Elsner. Agency: Al Herr Adv., Milwaukee. Acct. Exec.: Al Herr.

INDIAN ARCHERY & TOY Corp., 16 Clark St., Evansville, Ind. Adv. Exec.: Harry M. Brading.

INDUSTRIAL MANAGEMENT Corp., 3350 San Fernando Rd., Los Angeles 65, Calif., fire extinguishers. Adv. Exec.: C. G. Johnson. Agency: W. B. Geissinger & Co., L. A. Acct. Exec.: Robert Williams.

INDUSTRIAL TAPE Corp., New Brunswick, N. J., Texcel Cellophane Tape. Adv. Exec.: Walter Cramp. S. Agency: Kenyon & Eckhardt, N. Y. Acct. Exec.: Glen Wiggins.

IN-SINK-ERATOR MFG. Co., 1225 14th, Racine, Wis., garbage disposer. Adv. Exec.: Quinton A. Hammes. Agency: Cummings, Brand & McPherson, Chicago. Acct. Exec.: J. R. Christopher.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., 919 No. Mich. Ave., Chicago 11, Ill., tissues, sanitary napkins and belts, deodorant powder, Anodyne Tablets, toilet tissues. Adv. Exec.: L. E. Meyer. Agencies: Foote, Cone & Belding, Chicago. Acct. Exec.: Robt. J. Koretz. The Export Adv. Agency Inc., Chicago (Export). Spitzer & Mills Ltd., Toronto, Ont., Canada (Canadian)

INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton, Pa., home study business and technical courses. Adv. Exec.: Paul V. Barrett. Agency: N. W. Ayer & Son Inc., Philadelphia.

INTERNATIONAL CORSET Co., 315 So. Union St., Aurora, Ill., corsets and combination garments. Adv. Exec.: H. P. Junkins. Agency: Brandt Adv. Co., Chicago. Acct. Exec.: Eddy S. Brandt.

INTERNATIONAL HARVESTER Co., 180 No. Michigan Ave., Chicago 1, trucks and tractors, power units, refrigeration, farm equipment. Adv. Exec.: Wm. R. Odell Jr. Agencies: Aubrey, Moore & Wallace Inc., Chicago. Acct. Exec.: J. T. Aubrey. McCann-Erickson Inc., Chicago. Acct. Exec.: W. C. Krause. Young & Rubicam Inc., Chicago. Acct. Exec.: R. K. MacDougal. Leo Burnett Co. Inc., Chicago.

INTERNATIONAL LATEX Corp., 350 Fifth Ave., New York 1, Air Nurse, baby oil, creme and powder, baby pants, bathing caps, crib sheets, party pants, girdles, mitts, pillows, shoulder pads and tobacco pouch. Adv. Exec.: Mervin A. Elliott. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: William Berchtold.

INTERNATIONAL MILLING Co., 800 McKnight Bldg., Minneapolis, Minn., Robin Hood Flour. Adv. Exec.: R. E. Thompson. S. Agency: H. W. Kastor & Sons, Chicago. Acct. Exec.: John T. Urice.

INTERNATIONAL MINERAL & CHEMICAL Corp., 20 N. Wacker Drive, Chicago, Ac'cent. Adv. Exec.: Donald E. Swanson. Agency: BBDO, Chicago. Acct. Exec.: William R. Purcell.

INTERNATIONAL SALT Co., Spruce & Adams, Scranton 3, Pa., salt. Adv. Exec.: James K. Gearhart. Agency: Duane Jones Co., N. Y.

INTERNATIONAL SHOE Co., 1509 Washington Ave., St. Louis 3, Mo., shoes. Adv. Exec.: A. L. Johnson.

INTERNATIONAL SILVER Co., 48 State, Meriden, Conn., sterling silver and silver plate. Adv. Exec.: George Morrison. Agencies: Cunningham & Walsh, N. Y.; Young & Rubicam, N. Y.; Fuller & Smith & Ross, N. Y.; Young & Rubicam Ltd., Toronto.

INTERSTATE BAKERIES Corp., General Headquarters, 406 W. 34th St., Kansas City, Mo. Advertising Offices, 5225 Wilshire Blvd., Los Angeles, Calif., Weber's Bread and Butter-Nut Bread. Adv. Exec.: Vee M. Bear. Radio Adv. Exec.: Ernest B. Hueter. S. Agencies: Dan B. Miner Co., L. A. Acct. Exec.: Isabelle Moses. R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: R. J. Potts.

INTERSTATE ENGINEERING Corp., 2250 East Imperial Highway, El Segundo, Calif., water coolers, vacuum cleaners, and precision aircraft parts.

INTERSTATE NURSERIES Inc., Hamburg, Iowa, nursery stock, flowers and garden seed. Adv. Exec.: L. Earl Sjulin. S.

IODENT CHEMICAL Co., 2233 Park Ave., Detroit 1, Mich., tooth paste, tooth powder and tooth brushes, cough drops. Adv. Exec.: William A. Doyle. Agency: Grant Adv. Inc., Detroit, Acct. Exec.: W. O. Seelye.

IOWA SOAP Co., 810 Valley, Burlington, Iowa, (Subsidiary of Iowa Soap Co., Camden, N. J.), toilet soap. Adv. Exec.: Homer D. Banta. Agency: Weston-Barnett Inc., Waterloo.

IRONRITE Inc., 332 Cass Ave., Mt. Clemens, Mich., ironing machines. Adv. Exec.: Richard W. Sierk. Agency: Brooke, Smith, French & Dorrance. Detroit, Mich. Acct. Exec.: Clark Wilmot.

IROQUOIS BEVERAGE Corp., 200-262 Pratt, Buffalo 4, N. Y., Iroquois Indian Head beer and ale. Adv. Exec.: Nick J. Schwab. Agency: Lloyd Mansfield Co., Buffalo.

JOHN IRVING SHOE Corp., 119 Beach, Boston 12, Mass., shoes, handbags, hosiery and gloves. Adv. Exec.: S. H. Tushin.

ISBRANDTSEN & SONS INC., 26 Broadway, New York 4, N. Y., coffee. Adv. Exec.: Geo. Ruby. Agency: Cowan & Dengler Inc., N. Y. Acct. Exec.: Porter Leach.

ITALIAN SWISS COLONY, 731 Beach St., San Francisco, Calif., Italian Swiss Colony, Asti Brand, Gold Medal, Private Stock and Tipo Wines. Adv. Exec.: John S. Emmart. N. S. Agencies: Honig-Cooper Co., S. F. Acct. Exec.: Louis Honig. Harrington-Richards Inc., S. F. Acct. Exec.: Eugene Harrington.

ITASCA WEAVER'S GUILD, Itasca, Texas, drapery fabrics. Agency: Rogers & Smith, Dallas.

J

JACKSON BREWING Co., 620 Decatur St., New Orleans, La., Jax Beer. Adv. Exec.: Robert J. Fabacher. N. S. D-C. Agencies: Fitzgerald Adv., New Orleans. Acct. Exec.: Joseph H. Epstein.

JACKSON INDUSTRIES Inc., 500 E. 40th, Chicago 15, Ill. TV receivers and radio phonographs receivers. Adv. Exec.: Henry Goldsmith. Agency: Lawrence Advertising Agency, Chicago. Acct. Exec.: Tom Whitehead.

JACOBY-BENDER Inc., 161 Avenue of the Americas, New York 13, N. Y. JB Watch Band. Adv. Exec.: Wm. Scheibel. Agency: Lewin, Williams & Saylor Inc., N. Y.

JAMISON BEDDING Inc., 110 No. First, Nashville, Tenn., Sweet Slumber Texlite Mattress. Adv. Exec.: Moulton Farrar. Agency: Doyne Adv. Agency, Nashville. Acct. Exec.: George W. Doyne.

JAX BREWING Co., Jacksonville 3, Fla., beer. Adv. Exec.: J. S. Ostner. Agency: Newman, Lynde & Assoc., Jacksonville.

JAYVEE BRAND Inc., 1900 S. E. Grand, Portland, Ore., baby line. Adv. Exec.: Geo. F. Mitchell. Agency: E. B. Burkitt Adv., Portland. Acct. Exec.: E. B. Burkitt.

JEFFERSON ISLAND SALT Co., Columbia Bldg., Louisville 2, Ky., salt. Adv. Exec.: Keith W. Reavis. Agency: Noble-Drury & Assoc., Nashville.

JEKYLL ISLAND PACKING Co., Brunswick, Ga., shrimp and frozen seafood. Adv. Exec.: Dick Cobb. Agency: Duane Jones Co., N. Y.

JELKE GOOD LUCK PRODUCTS, 505 Park Ave., New York 22, N. Y., margarine, whipped dressing products and bakery products. Adv. Exec.: J. Harvey Howells. Agency: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: Wm. Hesse.

ANDREW JERGENS Co., Spring Grove & Alfred, Cincinnati, Ohio, hand lotion, toilet soap and perfumes. Adv. Exec.: Chester T. Birch. Agencies: Robert W. Orr & Assoc. Inc., N. Y., Stockton, West, Burkhart Inc., Cincinnati, Gotham Adv. Co. Inc., N. Y.

JEWEL FOOD STORES, department of Jewel Tea Co. Inc., 3617 So. Ashland, Chicago, Ill., chain food stores. Adv. Exec.: A. Werner.

J. D. JEWELL Inc., Gainesville, Ga., frying chicken. Adv. Exec.: Theron Brown. Agency: Crawford & Porter Adv., Atlanta.

JOHN WILEY JONES Co., Hardwood Ave., Caledonia, N. Y., Sunny Sol brand chemicals. Adv. Exec.: Robt. B. Jones. Agency: Chas. L. Rumrill & Co., Rochester.

JOHNS-MANVILLE Corp., 22 E. 40th at Madison Ave., New York, building materials, insulations and allied industrial products. Adv. Exec.: H. M. Shackleford. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: W. C. McKeehan.

S. C. JOHNSON & SON Inc., 1525 Howe, Racine, Wis., paste liquid and cream wax, auto polish, electric floor polisher, product finishes, maintenance and industrial waxes, fabric finish and laundry finish. Adv. Exec.: W. N. Connolly. Agencies: Needham, Louis & Brorby, Chicago. Acct. Exec. J. J. Louis. Erwin, Wasey & Co., Ltd., London, England.

JOHNSON, STEPHENS & SHINKLE SHOE Co., 4242 Laclede Ave., St. Louis 8, Mo., women's shoes. Adv. Exec.: Ray Hunnius. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: David P. Ferriss.

JOHNSON & JOHNSON, George & Hamilton, New Brunswick, N. J., baby powder, soap, cream and oil, filter disks, professional dental supplies, hospital supplies, dental floss, medicated plasters, surgical dressings, foot products, elastic goods. Adv. Exec.: E. G. Gerbic. Agencies: Young & Rubicam Inc. New York; N. W. Ayer & Son, N. Y.; Noyes & Sproul Inc., N. Y.; William Hart Adler Inc., Chicago; L. W. Frohlich & Co. Inc., N. Y. Acct. Execs.: Julian Farren, Edward Dent.

(Continued on page 378)

S. C. JOHNSON & SON Inc., 1525 Howe, Racine, Wis., floor waxes, floor polisher, laundry finish. Adv. Exec.: W. N. Connolly. Agencies: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: J. J. Louis. Erwin, Wasey & Co. Ltd., London, England.

WALTER H. JOHNSON CANDY Co., 4500 W. Belmont Ave., Chicago, candy bar. Adv. Exec.: F. H. Hanscom. Agency: Franklin Bruck Adv. Corp., N. Y.

JOHNSTON & MURPHY, 40-54 Lincoln, Newark 3, N. J., men's shoes. Adv. Exec.: Paul W. Stiegler. Agency: Raymond Adv., Newark, N. J. Acct. Exec.: Milton C. Tauder.

JORDAN MARSH Co., 450 Washington, Boston, Mass., department store. Adv. Exec.: Ellsworth B. Lawrence. Agency: Hirshon-Garfield Inc., Boston.

JOSKE'S OF TEXAS, San Antonio 6, Texas, Affiliate of Allied Stores Inc., New York, department store. Adv. Exec.: Carolyn Shelton. Agencies: Sterling Adv., N. Y.; Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack Pitluk.

JUICE INDUSTRIES, Box 157, Dunedin, Fla., fruit juices. Adv. Exec.: B. C. Skinner. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

JULEP Co., Sycamore, Ill., Howel's Root Beer and soda fountain syrups. Adv. Exec.: V. P. St. Aubin. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: C. Wendell Muench.

JUNE DAIRY PRODUCTS Co., 105 Hudson, New York 13, N. Y., dairy products. Adv. Exec.: Phil Grant. Agency: Friend-Krieger Adv., N. Y. Acct. Exec.: B. Friend.

JUNKET BRAND FOODS DIV., Little Falls, N. Y., Fennet Powder and Tablets, Quick Fudge Mix and Danish Dessert. Adv. Exec.: Clement F. Theisen. Agencies: McCann-Erickson, N. Y.; Noyes & Sproul Inc., N. Y.; McKim Adv. Ltd., Montreal.

K

KABO Inc., 729-737 Milwaukee Ave., Chicago 22, Ill., girdles, corsets, brassieres, bandeau and brasselettes. Adv. Exec.: R. M. Voorhees. Agency: Buchanan & Co., Chicago.

KAISER-FRAZER SALES Corp., Adv. Dept., Room 205, Administration Bldg., Willow Run, Mich., automobiles. Adv. Exec.: C. J. Leonard. S. Agency: William H. Weintraub & Co., N. Y. Acct. Exec.: B. R. Durkee.

KANNENGIESSER & Co., 76 9th Ave., New York 11, N. Y., banana flakes. Adv. Exec.: David Kannengiesser. Agency: Paris & Peart, N. Y.

KATZ DRUG Co., 1130 Walnut, Kansas City 6, Mo., drugs and general merchandise. Adv. Exec.: Glen D. Farris. Agency: Bruce: B. Brewer & Co., Kansas City.

KAUFMANN DEPARTMENT STORES, Pittsburgh 19, Pa. Adv. Exec.: Edgar J. Kaufmann. Agency: Wm. H. Weintraub & Co., N. Y.

KAUKAUNA DAIRY Co., Kaukauna, Wis., cheese. Adv. Exec.: E. A. Gilling. Agency: Cramer-Krasselt Co., Milwaukee.

KEELEY BREWING Co., 516 E. 28th, Chicago 16, Ill., Ye Olde Inn Ale, Keeley Half & Half, Ye Olde Stout and Keeley Lager Beer & Ale.

KELLOGG Co., Porter & Stiles Sts., Battle Creek, Mich., Corn Flakes, Rice Krispies, Corn Soya, Corn Pops, macaroni, spaghetti, Pep, Shredded Wheat, Krumbles, Bran Flakes, Raisen Bran Flakes, Variety, All Bran and Gro-Pup Dog Food. Adv. Exec.: Ralph P. Olmstead. N. S. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Jim Weber. Kenyon & Eckhardt, N. Y. Acct. Exec.: John Brew.

NASH-KELVINATOR Corp., (Kelvinator Div.), 14250 Plymouth Rd., Detroit, Mich., refrigerators, water coolers, electric ranges, home freezers, condensing units, electric water heaters, ice cream cabinets and bottled beverage coolers. Adv. Exec.: J. C. Bonning. Agencies: Geyer, Newell & Ganger Inc., Detroit. Acct. Exec.: R. L. Wolfe. McKim Adv. Ltd., Toronto, Canada.

KENDALL MFG. Co., 125 Lawrence, Lawrence, Mass., Subsidiary of Beach Soap Co., Lawrence, soaps. Adv. Exec.: Louis K. Wolff. Agency: Bennett, Walther & Menadier, Boston. Acct. Exec.: E. C. Whittemore.

KENDALL MILLS—Division of Kendall Company, Walpole, Mass., cheesecloth, nursery products, curtains, interlining, non-woven fabrics and synthetic haircloth. Adv. Exec.: Lawrence Davis. Agency: H. B. Humphrey, Alley & Richards, Boston. Acct. Exec.: J. T. Coenen.

KENDALL REFINING Co., 77 N. Kendall Ave., Bradford, Pa., motor oil, greases, gasoline and gear lube. Adv. Exec.: W. A. Knapp. Agency: Landsheft Inc., Buffalo. Acct. Exec.: H. L. Barber.

KEN-L-PRODUCTS Div., QUAKER OATS Co., 141 W. Jackson, Chicago, Adv. Exec.: J. P. Odell. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: W. C. Johnson.

C. D. KENNY DIV., CONSOLIDATED GROCERS CORP., 518 S. Eutaw, Baltimore 1, Md., canned fruits, vegetables, coffees, teas and food products. Adv. Exec.: A. Freeman. Agency: Harry J. Patz Co., Baltimore. Acct. Exec.: H. J. Patz.

KENT PRODUCTS Inc., 612 Broadway, Kansas City 6, Mo., oleomargarine and butter. Adv. Exec.: C. W. Kent. Agency: Rogers & Smith, Kansas City.

KERR GLASS MFG. Corp., 417 So. Hill, Los Angeles 13, Calif., glass fruit jars, caps, lids and jelly glasses. Adv. Exec.: J. A. Bernier. Agency: McNeill, McCleery & Creamer, Hollywood. Acct. Exec.: Richard Creamer.

KEYSTONE CHIPSTEAK Co., Spring Garden Ave., Pittsburgh 12, Pa., frozen chipsteaks and hamburgers. Adv. Exec.: Curtis Pieper. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.

KEYSTONE LABORATORIES Inc., 491 So. Third, Memphis, Tenn., cosmetics, toilet articles and household preparations. Adv. Exec.: C. M. Clark. Agency: Cole & Co., Memphis. Acct. Exec.: Lester Cole.

KILGEN ORGAN Co., 4632 W. Florissant St., St. Louis, Mo. Adv. Exec.: Eugene R. Kilgen. Agency: H. George Bloch Adv., St. Louis.

C. M. KIMBALL Co., 131 State, Boston 9, Mass., ammonia, bleach, silver polishes and germicide. Adv. Exec.: David H. Barnes. Agency: Hoag & Provandie Inc., Boston. Acct. Exec.: P. H. Provandie.

LOUIS KING CIGAR Co., 66 Trumbull, Hartford 3, Conn., cigars. Adv. Exec.: Carl B. Blank.

KING MIDAS FLOUR MILLS, 660 Grain Exchange, Minneapolis 15, Minn., Div. of Van Dusen Harrington Co., wheat flour and rye flour. Adv. Exec.: Clayton Lisy. Agency: Olmsted & Foley Adv., Minneapolis.

KINGAN & CO. Inc., Blackford & Maryland Sts. Indianapolis 5, Ind., hams, bacon, canned meats, lard and shortening. Adv. Exec.: J. W. McElligott. Agency: Elmer L. Cline Adv., N. Y. Acct. Exec.: Elmer L. Cline.

KINGSBURY BREWERIES Co., 901 Marshall, Manitowoc, Wis., Kingsbury, Aristocrat of Beer. Adv. Exec.: O. H. King Cole. Agency: Barnes Adv., Milwaukee.

KIRKMAN & SON, Div. of Colgate-Palmolive-Peet Co., Seventh St., Jersey City 3, N. J., Borax Soap, soap flakes, Granulated Soap, soap powder, cleanser, complexion soap and glycerine. Adv. Exec.: William A. Hartman. Agency: Cunningham & Walsh, N. Y.

KIRSCH'S BEVERAGES Inc., 921 Flushing Ave., Brooklyn 6, N. Y., Kirsch's, Neff Beverages. Adv. Exec.: Alexander Gladstone. Agency: Grey Adv., N. Y.

KITCHEN ART FOODS Inc., 2320 N. Damen Ave., Chicago 47, Ill., Py-O-My Mixes, KA Soup-er-Mixes, Vegetable Flakes and KA Rice Feast. Adv. Exec.: Louis Weinberg Jr.

KLAUS GRABE Inc., 730 Lexington Ave., New York 22, N. Y., furniture. Adv. Exec.: Klaus Grabe.

MRS. KLEIN'S, 4565 So. State, Chicago 9, Ill., food products. Adv. Exec.: B. A. Klein. Agency: Sales Aide, Chicago. Acct. Exec.: Howard R. Gardner.

KNAPP-MONARCH Co., 3501 Bent, St. Louis 16, Mo., electrical appliances, electric fans, insulated jugs and Sparklet Syphons. Adv. Exec.: Robert L. Weigel. Agencies: Gardner Adv., St. Louis; Olian Adv., St. Louis.

KNOX GELATINE Co., 13 Knox Ave., Johnstown, N. Y., gelatine. Adv. Exec.: W. C. Bittel. Agencies: Charles W. Hoyt Co., N. Y. Acct. Exec.: E. W. Hoyt. Murray Breese Assoc., N. Y.

KNUDSEN CREAMERY Co. of Calif., 1974 Santee, Los Angeles 54, Calif., dairy products. Agency: Heintz & Co., L. A. Acct. Exec.: June Morgan.

KOOLVENT METAL AWNING CORP. of AMERICA, Keystone Bldg., 324 Fourth Ave., Pittsburgh, Pa., aluminum awnings, canopies, patios and umbrellas. Adv. Exec.: M. Harrison. N.S. D-C. Agency: Marsteller, Gebhardt & Reed, Pittsburgh. Acct. Exec.: John R. Burke.

KORACH BROTHERS Co., 913 W. Van Buren, Chicago 7, Ill., Juniors. Adv. Exec.: Melvin Stern. Agency: Brewer Adv., Chicago. Acct. Exec.: Jean Brewer.

KORDAY SPORTSWEAR Inc., 1385 Broadway, New York 18, N. Y., sportswear. Adv. Exec.: Newton R. Herson. Agency: Williams Co., N. Y.

KORMON WATER Co., Fall River, Mass., Kormon Water Bleach. Agency: A. J. Kearns Co.

KOSTO Co., 1115 N. Franklin, Chicago 10, Ill., prepared dessert. Adv. Exec.: C. Sippel Jr. Agency: L. W. Ramsey Co., Chicago.

KRAFT FOOD Co., 500 Peshtigo Court, Chicago, Kraft Foods. Adv. Exec.: J. H. Platt. Radio Adv. Exec.: J. B. McLaughlin. N. S. Agencies: J. Walter Thompson Co., Chicago. Acct. Execs.: Arthur Farlow, Thomas Wason and C. W. Faitz; Needham, Louis & Brorby, Chicago. Acct. Execs.: W. R. Fowler and E. C. Dollard.

K-R-O- Co., 19 N. Limestone, Springfield 99, Ohio, rodent exterminator. Adv. Exec.: H. P. Connable. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: D. S. Elrod.

KROEHLER Mfg. Co., Naperville, Ill., furniture. Adv. Exec.: L. W. Keller. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: A. M. Semones.

KROGER Co., 35 E. 7th St., Cincinnati, Ohio, food stores. Adv. Exec.: William J. Sanning. Radio Adv. Exec.: J. R. Moran. S. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: James Nelson.

KROLL BROS. Co., 1858 W. Hastings, Chicago 8, Ill., furniture. Adv. Exec.: Samuel Kagan. Agency: A. Martin Rothbardt Inc., Chicago.

KRUEGER BEVERAGE Co., 249 Johnson Ave., Newark 8, N. J., Krueger Carbonated Beverages. Adv. Exec.: Arthur Culbertson.

G. KRUEGER BREWING Co., 75 Belmont Ave., Newark 3, N. J., Krueger Beer & Ale. Adv. Exec.: Fred J. Braun. Agency: Charles Dallas Reach Co. Inc., Newark.

KUHN PAINT Co., 4020 Center St., Houston, Texas, paints. Adv. Exec.: J. G. Crowell. S. D-C. Agency: Wilkinson-Schiwetz & Tips Co., Houston. Acct. Exec.: Dave Williams.

KUNER-EMPSON Co., Brighton, Colo., food products. Adv. Exec.: Walter W. Garnsey. Agency: Arthur G. Rippey & Co., Denver. Acct. Exec.: C. G. Henderson.

L

LA CROSSE BREWERIES Inc., La Crosse, Wis., Peerless Beer. Adv. Exec.: Harold Strobel. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: Joseph MacGaheran.

V. LA ROSA & SONS, 473 Kent Ave., Brooklyn 11, N. Y., macaroni products. Adv. Exec.: Vincent S. LaRosa. Agencies: Kiesewetter Assoc., N. Y., and Commercial Radio Service, N. Y.

LA TOURAINE COFFEE Co., 291 Atlantic Ave., Boston 10, coffee and tea. Adv. Exec.: A. E. Peterson. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. Raymond Miniter.

L. B. LABS. Inc., 1605 S. Central Ave., Glendale 4, Calif., hair oil, wave oil, shampoo. Adv. Exec.: John H. Olson. Agency: Glasser-Gailey Inc., Los Angeles. Acct. Exec.: I. L. Siteman.

LADY ESTHER Ltd., 7171 W. 65th, Chicago 38, cosmetics and toilet preparations. Adv. Exec.: George H. Hargrave. (See individual company listing for advertising).

LAMBERT PHARMACAL Co., 2117 Franklin, St., Louis 6, antiseptic, tooth paste, tooth powder, shaving cream, cough drops, cream shampoo. Adv. Exec.: John A. Shiell. Agencies: Lambert & Feasley Inc., N. Y. Acct. Exec.: Gerald Blake II. National Export Adv. Service, N. Y.

LAMONT CORLISS & Co. New York, (See Nestles Chocolate Co. Inc., N. Y.)

LAN-O-SHEEN Inc., 424 Empire Bk. Bldg., St. Paul 1, Minn., cleaner, soap powder and No-Film Glass Cleaner Liquid. Adv. Exec.: Glenn M. Knoblauch. Agency: Melamed-Hobbs Inc., Minneapolis.

LANCE Inc., 1300 S. Boulevard, Charlotte 1, N. C., peanut food products. Adv. Exec.: W. E. Jordan.

LAND O'LAKES CREAMERIES, 2215 N. E. Kennedy, Minneapolis 13, butter, eggs, cheese, poultry, salad dressing, evaporated milk, dried milk, casein, feeds and seeds. Adv. Exec.: M. H. Mauritson. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Lee A. Terrill.

LAND TITLE BANK & TRUST Co., Broad & Chestnut Sts., Philadelphia, banking services. N. Agency: Adrian Bauer Adv., Philadelphia. Acct. Exec.: Adrian Bauer.

HARRY LANG Mfg. Co., 3rd & Vine Sts., Des Moines, Iowa, children's clothes. Adv. Exec.: C. H. Thompson.

LANGENDORF UNITED BAKERIES, 1160 McAllister St., San Francisco, bread, cakes and cookies. S. Agencies: Biow Co., San Francisco. Acct. Exec.: Norman E. Mork; Brisacher, Wheeler & Staff, S. F. Acct. Exec.: John Butler. Russell, Harris & Wood, S. F. Acct. Exec.: Royce Russell.

J. LANGRALL & BRO. Inc., 1205 Aliceanne, Baltimore 31, canned foods. Adv. Exec.: Daniel F. Kopp. Agency: Moses Adv., Baltimore.

LARABEE FLOUR MILLS Co., 525 Twenty West 9th St., Kansas City 6, Mo. (Sub. of Commander Larabee Milling Co., Minneapolis), Sunfed, Larabee's Best, Airy Fairy. Adv. Exec.: J. W. Stewart. Agency: Rogers & Smith, Chicago.

LARSON LABS., 211 W. 8th, Erie, Pa., adhesive balm, cream and pre-tape dressing. Adv. Exec.: R. K. Wilks. Agency: P. W. Price Adv., Erie, Pa.

LARUS & BROTHER Co., 22nd & Cary, Richmond 17, Va., tobacco, smoking mixture and cigarettes. Adv. Exec.: W. T. Reed Jr. Agency: Warwick & Legler Inc., N. Y. Acct. Exec.: Henry Legler.

LASKIN Bros., 325 N. 13th, Philadelphia 7, Nu-Eve Tricot Lingerie. Adv. Exec.: Harold Laskin. Agency: Herman Genth Adv., Philadelphia. Acct. Exec.: Herman Genth.

H. W. LAY & Co., 173 Blvd. N. E., Atlanta 2, Ga., potato chips, peanuts, peanut butter and Fritos. Adv. Exec.: W. B. Oliver. Agency: Liller, Neal & Battle, Atlanta. Acct. Exec.: Al E. Sharp.

LEA INDUSTRIES, 1007 Madison, Oak Park, Ill., card shuffler. Adv. Exec.: Louis E. Almgren. Agency: Chicago Adv., Chicago.

LEAF GUM Co., 1155 N. Cicero Ave., Chicago 51 (Div. of Leaf Brands Inc.) Leaf Spearmint and Leafmint Gum, Pal, Bubble King and Cannon Ball, 1c bubble gum. Adv. Exec.: Marshall Leaf. Agency: Bozell & Jacobs, Chicago. Acct. Exec.: Nathan E. Jacobs.

THE LE BLANC Corp., Lafayette, La., Hadacol.

LECTRICOVERS Inc., 330 Fifth Ave., New York 1, electric blankets. Adv. Exec.: Arthur Price. Agency: Walter Weir Inc., N. Y. Acct. Exec.: William Swagerman.

FRANK H. LEE Co., Danbury, Conn. Fine Hats. Adv. Exec.: J. B. Beltaire. Agency: Grey Adv. Agency Inc., N. Y. Acct. Exec.: E. R. Richer.

LEEWARD PRODUCTS Ltd., 189 W. Madison, Chicago 2 (Div. of Dexter Thread Mills Inc.), threads, yarns and needlecraft items. Adv. Exec.: S. E. Finck. Agency: Tower Adv., Chicago. Acct. Exec.: M. Berman.

FRANCIS H. LEGGETT & Co., 27th & 12th Ave., New York 1, food products. Adv. Exec.: Roy B. Andersen. Agencies: Peck Adv., N. Y., and Joseph Jacobs Adv., N. Y.

LEHN & FINK PRODUCTS Corp., 445 Park Ave., New York 22, disinfectant, Fragrance Cream, deodorant cream, cosmetics, germicide, ammoniated tooth powder and paste. Adv. Exec.: Wm. Hausberg. Agencies: Lennen & Mitchell Inc., N. Y.; McCann-Erickson Inc., N. Y.; Grey Adv. Agency Inc., N. Y. Spitzer & Mills Ltd., Toronto. (Canadian).

LEIGH FOODS Inc., 630 Fifth Ave., New York 20, frozen juice concentrate. Adv. Exec.: S. V. MacArthur.

LEISY BREWING Co., 3400 Vega Ave., Cleveland 13, Ohio. Leisy's Light, Dortmunder Style Beer. Adv. Exec.: Herbert F. Leisy. Agency: McCann-Erickson, N. Y.

LEKTROLITE Corp., 1907 Park Ave., New York 35, Flameless Cigarette Lighters. Adv. Exec.: G. Philip Schmitt. Agency: Lindsay Adv., N. Y. Acct. Exec.: Merrill K. Lindsay.

LENTHERIC Inc., 745 Fifth Ave., New York 22, perfumes and cosmetics. Adv. Exec.: Albert M. Behrens. Agency: Cunningham & Walsh Inc., N. Y.

SOL LENZNER Corp., 636 Genesee, Buffalo 11, N. Y., herrings, Queen-O Beverages & Syrups. Adv. Exec.: J. L. Block. Agency: Bowman & Block, Buffalo. Acct. Exec.: Nat Block.

LEONARD DIVISION, NASH-KELVINATOR Corp., 14250 Plymouth Rd., Detroit 32, Mich., refrigerators, home freezers, electric ranges, electric water heaters and air driers. Adv. Exec.: John C. Bonning. Agency: Geyer, Newell & Ganger, Detroit. Acct. Exec.: A. Hughes Wilson.

LESLIE SALT Co., 505 Beach, San Francisco 11, salt. Adv. Exec.: J. C. Buchen. Agency: Long Adv., S. F. Acct. Exec.: Milton Wise.

LEVER BROS. Co., 505 Park Ave., New York 22 (Exec. Offices), 80 Varick, New York 13 (General Office—Sls. & Adv.), toilet soap, flakes, Silver Dust, shortening. Adv. Exec.: J. A. Barnett. Agencies: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec. (Silver Dust) Thomas S. Coleman. J. Walter Thompson Co., N. Y. Acct. Exec. (Lux and Canadian Adv. on Surf) K. W. Hinks, N. W. Ayer & Son, Philadelphia. U. S. Advertising on Surf: Ruthrauff & Ryan, N. Y. Acct. Exec.: (Rinso) L. G. Frierson. National Export Adv., N. Y., Export Advertising.

LEVERING COFFEE Co., 105 South, Baltimore 2, Lord Calvert Coffee, Lady Calvert Tea, Vesper Tea. Adv. Exec.: James M. Motley. Agency: Speed & Co., Baltimore. Acct. Exec.: F. B. Speed.

HERBERT LEVY, 325 W. Jackson Blvd., Chicago 6, dresses. Adv. Exec.: Herbert Levy.

I. LEWIS CIGAR MFG. Co., 165 Morris Ave., Newark 3, N. J., cigars. Adv. Exec.: Harry Lewis. Agency: Lewis A. A., Newark. Acct. Exec.: Milton L. Lewis.

LEWIS HOWE Co., 319 So. Fourth, St. Louis 2, Nature's Remedy, Tums. Adv. Exec.: Irwin L. Mahl. Agencies: Dancer-Fitzgerald & Sample, N. Y., Ruthrauff & Ryan, Chicago.

LEWYT Corp., 60 Broadway, Brooklyn 11, N. Y., vacuum cleaner & contract mfr. Agency: Hicks & Greist, N. Y. Acct. Exec.: Harold Greist.

LOUIS L. LIBBY FOOD PRODUCTS, 5-26 47th Ave., Long Island City 1, N. Y., frozen foods. Adv. Exec.: Louis L. Libby. Agency: Paris & Peart, N. Y.

LIBBY, McNEILL & LIBBY, Chicago 9, food products. Adv. Exec.: Chas. S. Bridges. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: T. P. Jardine, Foote, Cone & Belding, Chicago. Acct. Execs.: S. L. Williams and Gordon Buck. McConnell, Eastman & Co., Toronto.

LIBERTY CHERRY & FRUIT Co., 227 W. Southern Ave., Covington, Ky., cherries and glace fruits. Adv. Exec.: Thomas H. Bell. Agencies: Jesse M. Joseph Adv., Cincinnati. Acct. Exec.: Jesse M. Joseph. James Fisher Co., Toronto.

LIBERTY ORCHARDS Co., 117 Mission, Cashmere, Wash., Aplets & Cotlets. Adv. Exec.: A. L. Tertsagian. Agency: Beaumont & Hohman, Seattle. Acct. Exec.: T. M. White.

LIEBMANN BREWERIES, 36 Forrest St., Brooklyn, N. Y., Rheingold Extra Dry Beer. Adv. Exec.: William L. Dye. S. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: Frank Delano.

LIFE SAVERS Corp., No. Main St., Port Chester, N. Y., Life Savers. Adv. Exec.: Gordon C. Young. Agencies: Young & Rubicam, N. Y. Acct. Exec.: John E. Grimm Jr. Young & Rubicam, Toronto.

LIFETIME STAINLESS STEEL Corp., 129 Concord, Framingham, Mass. (Distr.: Reynolds Metals Co. and International Silver Co.), stainless steel cookware and tableware. Adv. Exec.: Lark D. Jursek. Agency: James Thomas Chirurg Co., Boston. Acct. Exec.: Wallace Shepardson.

LIGGETT & MYERS TOBACCO Co., 630 Fifth Ave., New York 20, Chesterfields, smoking tobacco, plug tobacco, chewing tobacco and other brands of cigarettes. Adv. Exec.: Lawrence W. Bruff. Agency: Cunningham & Walsh, N. Y. Acct. Exec.: J. V. Tarleton.

LIGHT GRAIN & MILLING Co., Liberal, Kan., pancake and waffle mix. Adv. Exec.: W. E. Bush. Agency: Lago & Whitehead, Wichita, Kan. Acct. Exec.: Paul A. Lago.

LILY MILL Co., Shelby, N. C., yarns and sewing thread. Adv. Exec.: Jean W. Schenck. Agency: Bennett Adv., High Point, N. C. Acct. Exec.: Harold C. Bennett.

LINCO PRODUCTS DISTRIBUTING Co., 2155 W. 80th, Chicago 20, bleach, disinfectant, ammonia, suds. Adv. Exec.: Salvatore Giachetti. Agency: Ruthrauff & Ryan, Chicago.

LINCOLN INDUSTRIES Inc., Marion, Va., furniture and plastics. Adv. Exec.: F. W. Bleckley. Agency: Houck & Co., Roanoke, Va. Acct. Exec.: Edwin Deady.

LINDSEY-ROBINSON & Co., 702 Shenandoah Ave., N. W., Roanoke, Va., Gambill's Best Flour. Adv. Exec.: C. G. Lindsey Jr. S. Agency: Courtland D. Ferguson Inc., Richmond, Va. Acct. Exec.: H. P. Martin.

LION Inc. (Gibbons Brewery), 700 N. Pennsylvania Ave., Wilkes-Barre, Pa., Gibbons Beer and Ale. Adv. Exec.: James Swartz. Agency: Henry W. Gann Adv., Scranton, Pa.

LIONEL Corp., 15 East 26th, New York 10, toy electric trains, scale models, toy transformers and construction sets. Adv. Exec.: Joseph E. Hanson. Agency: Buchanan & Co. Inc., N. Y.

THOMAS J. LIPTON Inc., 1500 Hudson St., Hoboken, N. J., tea, Frostee and soup. Adv. Exec.: W. B. Smith. N. S. Agencies: Young & Rubicam, N. Y. Acct. Exec.: E. L. Bond Jr. Ruthrauff & Ryan, N. Y. Acct. Exec.: T. W. Richey.

LITTLE CROW MILLING Co., Warsaw, Ind., Coco-Wheats. Adv. Exec.: C. L. Maish. Agency: Rogers & Smith, Chicago. Acct. Exec.: R. H. Reynolds.

LOFT CANDY Corp., 251 W. 42d, New York 18, candy, gifts, toys. Adv. Exec.: Leonard Wurzel. Agency: Al Paul Lefton Co., N. Y.

LOGAN Co., 1115 Franklin, Louisville 6, Ky., iron and wire works. Adv. Exec.: W. Hume Logan. Agency: Farson & Huff, Louisville.

LOMBARDO WINE Co., 5909 So. Western Ave., Chicago 36, wines. Adv. Exec.: J. Finocchiaro. Agency: J. L. Cunningham & Co., Chicago.

LONERGAN MFG. Co., 704 Clark St., Albion, Mich., oil and gas heaters and furnaces. Adv. Exec.: S. J. Lonergan. Agency: Fred M. Randall Co., Detroit. Acct. Exec.: Rod Hughes.

LONG ISLAND DUCK GROWERS MARKETING COOPERATIVE Inc., Eastport, N. Y. Adv. Exec.: Marshall F. Spear. Agency: Brooke, Smith, French & Dorrance, N. Y. Acct. Exec.: Sturges Dorrance.

LONGINES-WITTNAUER WATCH Co., 580 5th Ave., New York 19, watches and scientific instruments. Adv. Exec.: Lillian L. Shapiro. Agency: Victor A. Bennett Co., N. Y.

LOOK MAGAZINE, New York, N. Y. (See Cowles Magazines Inc., N. Y.), 488 Madison Ave., New York 22, Look Magazine, Quick Magazine. Adv. Exec.: Don Perkins (Look) Adv. Exec.: Jack Reiss (Quick). Agency: McCann-Erickson Inc., N. Y.

LORD CALVERT BEVERAGES Inc., 1072 Atlantic Ave., Brooklyn 16, N. Y., Lord Calvert Beverages. Adv. Exec.: Marlow Hirshleifer.

LORENZ BROOM & MOP Co., Arlington, Calif., sponge rubber broom. Agency: Elwood J. Robinson & Co., Los Angeles. Acct. Exec.: R. C. Neuman.

P. LORILLARD Co., 119 W. 40th, New York 18, Old Golds, cigarettes, tobacco, cigars and chewing tobacco. Adv. Exec.: Alden James. Agencies: Lennen & Mitchell, N. Y. Geyer, Newell & Ganger, N. Y. (Embassy Cigarette).

LOS ANGELES BREWING Co., 1910 N. Main, Los Angeles 53 (Sub.: Pabst Brewing Co.), beer. Adv. Exec.: Edward L. Morris. Agency: Warwick & Legler, Hollywood, Calif.

LOS ANGELES SOAP Co., 617 E. First St., Los Angeles, White King Granulated Soap, Scotch Triple-Action Cleanser and Sierra Pine Toilet Soap. Adv. Exec.: E. M. Finehout. N. S. D-C. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: Raymond R. Morgan.

JOE LOWE Corp., 601 W. 26th, New York 1, Ice Cream-on-a-Stick. Adv. Exec.: Arthur S. Ensler. Agency: Blaine-Thompson Co., N. Y.

R. LOWENBAUM MFG. Co., 2225 Locust, St. Louis 5, Mo., dresses and junior sportswear. Adv. Exec.: Joseph Glaser Jr. Agency: Marjorie Wilten Adv., Clayton, Mo.

FREDERICK E. LOWENFELS & Son, 16 Jay, New York 13, butter. Adv. Exec.: Albert Lowenfels. Agency: Al Paul Lefton Co., N. Y. Acct. Exec.: R. Misch.

LOEW'S Inc., 1540 Broadway, New York 19, M-G-M Motion Pictures and Loew's Theatre Circuit. Adv. Exec.: Howard Dietz. Agency: Donahue & Coe, N. Y. Acct. Exec.: O. A. Kingsbury.

LUBER-TONE Inc., 2112 Washington Ave., St. Louis, Mo., Luber-Tone lubricant for auto, aircraft and diesel engines. Adv. Exec.: Thomas T. Poleman. S.

LUCKY CLUB Co., 635 Delmonte Way, St. Louis 12, Mo., Lucky Club Concentrate and Syrup, and Holiday Concentrate. Adv. Exec.: E. A. McDougal Smith. Agency: Maxwell Adv., St. Louis. Acct. Exec.: Jos. A. Maxwell.

LUCKY LAGER BREWING Co., 2701 Newhall, San Francisco 19, Lucky Lager. Adv. Exec.: Eugene S. Selvage. Agency: McCann-Erickson, S. F. Acct. Exec.: Burton C. Granicher.

LUCKY TIGER MFG. Co., 2901 Fairmount Ave., Kansas City 6, Mo., hair tonic, deodorant, shampoo. Adv. Exec.: S. W. Harris. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett.

LUDEN'S Inc., 200 N. Eighth, Reading, Pa., cough drops and Luden's 5th Ave. Bars. Adv. Exec.: Daniel W. Dietrich. Agency: J. M. Mathes Inc., N. Y. Acct. Exec.: Wilfred King.

FLORENCE LUSTIG OF NEW YORK, 54 E. 57th, New York 22, women's fashions. Adv. Exec.: Florence Lustig. Agency: The Bobley Co., N. Y. Acct. Exec.: Harry W. Bobley.

LUTHERAN LAYMEN'S LEAGUE, 3558 S. Jefferson Ave., St. Louis, Mo. N. Agency: Gotham Adv., N. Y. Acct. Exec.: Arthur Kron.

M

M. J. B. Co., 665 3rd, San Francisco, coffee, rice and tea. Adv. Exec.: Paul H. Beuter. Agency: Batten, Barton, Durstine & Osborn, S. F. Acct. Exec.: C. H. McDougall.

M & M Ltd., 200 No. 12th, Newark 7, N. J., M & M Candy Coated Chocolate. Adv. Exec.: Chas. White. Agency: Wm. Esty Co., N. Y. Acct. Exec.: Mark Byron.

M. AND N. CIGAR MFRS. Inc., 1390 E. 30th, Cleveland 14, Ohio, cigars. Adv. Exec.: Millard W. Newman. Agency: Ohio Adv., Cleveland.

MABLEY & CAREW, Carew Tower, Cincinnati 2, Ohio, department store. Adv. Exec.: Norbert Duehren.

MACDONALD METALS Inc., 19 Jackson, Worcester, Mass., stainless steel sponge. Adv. Exec.: L. E. Finch.

MACFADDEN PUBLICATIONS Inc., 205 E. 42nd St., New York. Adv. Exec.: James L. Mitchell. Agency: Ruthrauff & Ryan Inc., N. Y.

MACLEVY SLENDERIZING SALONS, 189 Lexington Ave., New York 16, slenderizing salons, exercise and reducing equipment. Adv. Exec.: Leonard B. Freund. Agency: Associated Adv., N. Y.

MACKIE LOVEJOY MFG. Co., 1701 W. 13th, Chicago 8, closet accessories. Adv. Exec.: G. Burke. Agency: George N. Kahn Co., N. Y. Acct. Exec.: George N. Kahn.

MACY'S NEW YORK (Main Store), Broadway & 34th, New York 1, (Sub.: R. H. Macy & Co.), department store. Branches: White Plains, Jamaica, Flatbush & Parkchester, N. Y. Adv. Exec.: Victor M. Ratner. Agency: Grey Adv., N. Y. Acct. Execs.: Jack Wyatt and Joseph Bailey.

MADERA BONDED WINE & LIQUOR Co., 1300-1308 Russell, Baltimore 30, Md., wines and liquors. Adv. Exec.: Harvey B. Steinbach. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

MAGNAVOX Co., Bueter Rd., Ft. Wayne, Ind., radio-phonograph receivers, TV receivers and electric devices. Adv. Exec.: Lauren K. Hagaman. Agency: Maxon Inc., Chicago. Acct. Exec.: Lester Sholty.

MAGNOLIA PETROLEUM Co., Magnolia Bldg., Dallas, petroleum products. Adv. Exec.: R. M. Carter. Agency: Ratcliffe Adv. Agency, Dallas.

MAICO Co., 21 No. Third, Minneapolis 1, Minn., hearing aids, audiometers, stethetrons, group hearing aids. Adv. Exec.: W. A. Smith. Agency: Brownson Co., Minneapolis.

MAIER BREWING Co., 440 Aliso St., Los Angeles, Brew 102. S. Agency: John I. Edwards & Assoc., Los Angeles. Acct. Exec.: John I. Edwards.

MAIL POUCH TOBACCO Co., 40th & Water, Wheeling, W. Va., (Sub. of Block Bros. Tobacco Co.), Stogies, smoking tobacco. Adv. Exec.: W. L. Harris. Agency: Charles W. Hoyt Co., N. Y.

MAJESTIC FABRICATORS Inc., 9th Ave. & W. Iowa St., Evansville 7, Ind., furniture. Adv. Exec.: Walter E. Blankinship. Agency: Keller-Crescent Co., Evansville.

MAJESTIC MFG. Co., 4550 Gustine St., St. Louis, ranges and ovens. Adv. Exec.: P. H. Harrington. Agency: Warner & Assoc., St. Louis.

MAJESTIC RADIO & TELEVISION (Div. of Wilcox-Gay Corp.), 385 Fourth Ave., New York, radio and television receivers. Adv. Exec.: Joseph G. De-Vico. D-C.

MALBE, 525 7th Ave., New York 18, blouses. Adv. Exec.: Al Feit. Agency: Shephard & Edwards, N. Y.

MALCOLM'S HOUSE & GARDEN STORE, 524 N. Charles, Baltimore 1, Md,. novelty and gift merchandise for house and garden. Adv. Exec.: Malcolm W. Lowenstein. Agency: Harry J. Patz Adv., Baltimore.

MALL TOOL Co., 7740 So. Chicago, Chicago 19, tools. Adv. Exec.: Erling H. Anderson.

MALLEABLE IRON RANGE Co., Beaver Dam, Wis., ranges, heaters and circulators. Adv. Exec.: B. W. Bell. Agency: Geer-Murray Co., Oshkosh, Wis.

MALTEX Co., Burlington, Vt., cereals. Adv. Exec.: John A. Dobson. Agency: Samuel Croot Co., N. Y. Acct. Exec.: S. C. Croot.

MANCHESTER BISCUIT Co., Sioux Falls, S. D., cookies and crackers. Adv. Exec.: J. T. Nelson. Agency: George H. Hartman Co., Chicago.

MANGEL'S, 1107 Broadway, New York, dresses. Adv. Exec.: Saul C. Guzy.

MANHATTAN SOAP Co., 441 Lexington Ave., New York, Sweetheart Soap and Blu-White Flakes. Adv. Exec.: Archie Tarr. N. Agency: Scheideler, Beck & Werner, N. Y. Acct. Exec.: Joseph Scheideler.

B. MANISCHEWITZ CO. OF NEW YORK Inc., 673 Broadway, New York 12, Matzos & Matzo Products. Adv. Exec.: Bernard Manischewitz. Agency: A. B. Landau Inc., N. Y. Acct. Exec.: Herman Younglieb.

B. MANISCHEWITZ Co., 143 Bay, Jersey City 2, N. J., kosher food products. Adv. Exec.: Howard Manischewitz. Agency: A. B. Landau Inc., N. Y. Acct. Exec.: Herman Younglieb.

MANNING'S Inc., 901 Battery, San Francisco 11, coffee and tea. Adv. Exec.: D. Rae TeRoller. Agency: Knollin Adv., S. F.

MANSFIELD SHOES, Whitman, Mass., Adv. Exec.: Walter Avery. Agency: Young & Rubicam Inc., N. Y. Acct. Exec.: Raymond Browne.

MARGO WINE Co., 12th & Sedgley Ave., Philadelphia 33, wines. Adv. Exec.: Jacob Gable. Agency: J. M. Korn & Co., Philadelphia (radio).

MARHOEFER PACKING Co., 820 Fulton, Chicago 7, meat. Adv. Exec.: V. E. Langner. Agency: Ruthrauff & Ryan, Chicago.

MARIETTA CONCRETE Corp., Westview, Marietta, Ohio, Marietta Concrete Silos. Adv. Exec.: F. Leonard Christy. S. Agency: Harry M. Miller Adv., Columbus. Acct. Exec.: Harold Wallinger.

MARINE TRUST Co. of Western New York, 237 Main St., Buffalo, N. Y., banking services. Adv. Exec.: George J. Enser. S. Agency: BBDO, Buffalo. Acct. Exec.: Ted Higinbotham.

MARLBORO SHIRT Co. Inc., Paca & Lombard, Baltimore, shirts, sportswear and outerwear. Adv. Exec.: A. J. Wolf. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

MARLIN FIREARMS Co., 79 Willow St., New Haven, Conn. (sales offices, 715 Fifth Ave., New York), rifles, shotguns and razor blades. Adv. Exec.: Lawrence Ferguson. S. D-C. Agency: Scheideler, Beck & Werner, N. Y. Acct. Exec.: Philip E. Ganthner.

MARS Inc., 2019 N. Oak Park Ave., Chicago 35, Milky Way, Snickers, Three Musketeers, Mars, Forever Yours, Dr. I. Q., Mars Cocoanut Bar. Adv. Exec.: V. H. Gies. Agency: Leo Burnett Co., Chicago. Acct. Exec.: R. E. Ellis.

MARSHALL CANNING Co., Marshalltown, Iowa, beans and canned vegetables. Adv. Exec.: A. W. Cober. Agency: L. W. Ramsey Co., Chicago.

JOS. MARTINSON & Co., 85 Water, New York 5, coffee. Adv. Exec.: Joseph B. Martinson Jr. Agencies: Al Paul Lefton Co., N. Y. Acct. Exec.: Robert Misch; Neff-Rogow Inc., N. Y.

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SALLY MASON Inc., 498 7th Ave., New York 18, blouses, dresses. Adv. Exec.: Nat Mason. Agency: Crofton Adv., N. Y. Acct. Exec.: Geo. Goldstein.

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co., P. O. Box 549, Mineola, L. I., N. Y., Mason Peaks, Mason Mints, Mason Black Crows & Dots Confections. Adv. Exec.: F. E. Magenheimer. Agency: Turner, Leach & Co., N. Y.

MASSACHUSETTS RADIO & TELEVISION SCHOOL, 271 Huntington Ave., Boston 15, technical radio training. Adv. Exec.: G. R. Entwitle. S. Agency: N. W. Ayer & Son, Boston. Acct. Exec.: F. W. Brack.

MAURER-NEUER Corp, 1221 Baltimore, Kansas City 6, Mo., meat packer. Adv. Exec.: C. C. Neuer. Agency: C. Wendel Muench & Co., Chicago.

MAVAR SHRIMP & OYSTER Co., E. Beach & Maple Sts., Biloxi, Miss., shrimps and oysters. Adv. Exec.: John Mavar Jr. Agency: Caire Assoc., New Orleans.

EARL E. MAY SEED Co., Shenandoah, Iowa, seeds, nursery stock, hybrid corn and baby chicks. Adv. Exec.: R. E. Dearmont. Agency: Allen & Reynolds, Omaha.

GEORGE S. MAY Co., Engineering Bldg., Chicago, Ill., business engineering services. Adv. Exec.: C. A. Posson. Agencies: J. R. Pershall Co., Chicago. Acct. Exec.: James A. Duffy. M. M. Fisher, Chicago.

OSCAR MAYER & Co., 1241 N. Sedgwick, Chicago 10, meats. Adv. Exec.: Carl G. Mayer. Agency: Sherman & Marquette, Chicago.

McCOLL-FRONTENAC OIL Co. Ltd., 360 St. James, Montreal, petroleum products. Adv. Exec.: J. E. King. Agency: Erwin, Wasey of Canada Ltd., Montreal. Acct. Exec.: Brian Devlin.

McCONNON & Co., 326 E. Third, Winona, Minn., household, farm necessities and agricultural chemicals. Adv. Exec.: G. A. Ostrom. Agency: Graves & Assoc., Minneapolis (agricultural chemicals).

McCORMICK & Co., 414 Light, Baltimore 2, spices, extracts, food colors, mayonnaise, mustard, insect powder and spray, household drugs, glue and coffee. Adv. Exec.: G. Mathews Baxter. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

McDOUGALL-BUTLER Co., 2929 Main St., Buffalo, N. Y., furniture polish. Adv. Exec.: A. S. Butler Jr. D-C. Agency: J. G. Kelly Co., Buffalo. Acct. Exec.: J. G. Kelly.

McGRAW-HILL BOOK Co., 330 W. 42nd, N. Y. Adv. Exec.: Harold W. McGraw Jr. Agencies: Denhard, Pfeiffer & Wells Inc., N. Y. Schwab & Beatty Inc., N. Y.

A. D. McKELVY Co., 711 Fifth Ave., New York, Seaforth Toiletries. Adv. Exec.: Benjamin M. Hines.

JAY G. McKENNA Inc., P. O. Box 677, Elkhart, Ind., Kennatrack Sliding Door Hardware. Adv. Exec.: Paul R. Fishbaugh. Agency: Lincoln J. Carter Adv. Agency, South Bend, Ind. Acct. Exec.: Lincoln Carter.

McKENZIE MILLING Co., Quincy, Mich., pancake flour. Adv. Exec.: Carlton D. McKenzie. Agency: Aubrey, Moore & Wallace, Chicago. Acct. Exec.: Leonard Krick.

McKESSON & ROBBINS Inc., Grasmere Ave., Bridgeport, Conn., tooth powder, deodorant, toiletries, vitamins products, cleanser and suntan oil. Adv. Exec.: Donald C. Berry. Agencies: J. D. Tarcher & Co., N. Y.; Ellington & Co. Inc., N. Y.; Murray Breese Assoc. Inc., N. Y.

W. F. McLAUGHLIN & Co., 610 N. LaSalle, Chicago 10, coffee. Adv. Exec.: Herbert P. McLaughlin. Agency: Earle Ludgin & Co., Chicago.

McMAHAN'S FURNITURE STORES, Adv. Dept., 1429 Fourth St., Santa Monica, Calif. Adv. Exec.: Miv Schaaf.

McNAIR'S YIELD-TESTED SEED Co., P. O. Box 706, Laurinburg, N. C., tobacco seed. Adv. Exec.: A. D. Stuart. Radio Adv. Exec.: Dewey H. Evans Jr., S. D-C.

MEDOMAK CANNING Co., Rockland, Me., pie fillings. Adv. Exec.: Theodore Bird. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. R. Miniter.

MEGOWEN-EDUCATOR FOOD Co., 27 Jackson St., Lowell, Mass., Educator Crax, Clix, Saltines, Thinsies and Cape Cod Cookies. Adv. Exec.: Ralph G. Smith. N.S. Agency: John C. Dowd Adv., Boston. Acct. Exec.: Lawrence Duane.

B. MEIER & SON, 209 Bronx Terminal Bldg., Bronx, N. Y., Kretschmer's Wheat Germ, Broadcast Brand Canned Meats, Golden Mix and Betsy Ross Grape Juice. Adv. Exec.: Edwin Meier. S. D-C. Agencies: Gleason Adv., Chicago. Acct. Exec.: Ann Gleason. A. Meyerhoff & Co., Chicago. Acct. Exec.: Ben Green. Edwin Meier & Sons, New York. Acct. Exec.: Edwin Meier.

MELETIO SEA FOOD Co., 828 N. 6th St., St. Louis, Mo., Golden Dipt. Adv. Exec.: John H. Meletio. S. D-C. Agency: Oakleigh R. French Adv., St. Louis. Acct. Exec.: Al Maescher.

MELVILLE SHOE Corp., 25 W. 43d, New York 18, shoes. Adv. Exec.: John Gavin. Agencies: Anderson & Cairns, N. Y. Acct. Exec.: John N. Jackson. Neff-Rogow, N. Y. Pedlar & Ryan, N. Y.

MENNEN Co., 345 Central Ave., Newark, N. Y., Mennen Shave Products and Mennen Baby Products. Adv. Exec.: Leonard V. Colson. S. Agencies: Kenyon & Eckhardt, N. Y. Acct. Exec.: G. F. Lathrop. Grey Adv., N. Y. Acct. Exec.: L. B. Block.

MENTHOLATUM Co., 1360 Niagara St., Buffalo, N. Y., medicated stick. Adv. Exec.: A. T. Hyde. Agency: J. Walter Thompson Co., N. Y.

MERRILL-CLARK-MEINIG, 437 Fifth Ave., New York 16, women's gloves. Adv. Exec.: Emerson Carlson. Agency: Sterling Adv., N. Y. Acct. Exec.: Leona Bowman.

MERRILL LYNCH, PIERCE, FENNER & BEANE, 70 Pine, New York, investment services. Adv. Exec.: Louis Engel. Agency: Albert Frank-Guenther Law Inc., N. Y. Acct. Exec.: W. J. Tierney.

CHARLES E. MERRY Co., 9 Cedar, Newton Center 59, Mass., Welsh Rarebit. Adv. Exec.: Charles E. Merry. Agency: Coulston Co., Boston. Acct. Exec.: William R. Gibson.

METAL TEXTILE Corp., 647 E. First Ave., Roselle, N. J., metal knitted products and Golden Fleece Pot Cleaner. Adv. Exec.: Barclay A. Kingman. Agency: Franklin Fader Co., Newark. Acct. Exec.: Franklin Fader.

METRO-GOLDWYN-MAYER PICTURES Corp. New York. (See Loew's Inc., N. Y.)

METROPOLIS BREWERY OF NEW JERSEY, Lalor & Lamberton Sts., Trenton, N. J., Champale Malt Liquor. Adv. Exec.: Benjamin Hertzberg. S. D-C. Agency: Hilton & Riggio, N. Y. Acct. Exec.: Abner Rubien.

METROPOLIS BREWERY, 501 First Ave., New York 16 (affiliate of Pilser Brewing Co., Old Dutch Brewers Inc.), Champale Malt Liquor and Pilser's Original Beer. Adv. Exec.: Benjamin Hertzberg. Agency: Dorland Inc., N. Y.

METROPOLITAN LIFE INSURANCE Co., 1 Madison Ave., New York. Adv. Exec.: Robert C. Durham. Agencies: Young & Rubicam Inc., N. Y. Acct. Exec.: D. H. Payne. Young & Rubicam Inc., Montreal; Young & Rubicam Inc., Toronto.

METZ BREWING Co., 210 Hickory, Omaha 8, Neb., Metz Jubilee Beer, malt products. Adv. Exec.: Frank Curran. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Douglas Abbott.

MEYENBERG MILK PRODUCTS Co., Russ Bldg., San Francisco 4, milk products. Adv. Exec.: William B. Murray. Agency: Mayers Co., Los Angeles. Acct. Exec.: J. P. Shelley.

MEYER FURNACE Co., 1300 S. Washington St., Peoria, Ill. Adv. Exec.: Charles A. Raper, S. D-C. Agency: Arbingast, Becht & Assoc., Peoria. Acct. Exec.: Harper Arbingast.

MIAMI MARGARINE Co., 107-109 E. Pearl, Cincinnati 2, Ohio, margarine. Adv. Exec.: J. P. Whitehurst. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: Stanley A. Willer.

MICHIGAN BULB Co., 950 Monroe Ave., Grand Rapids, Mich., flower bulbs. Adv. Exec.: Forrest C. Laug. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter McWilliams.

MICHIGAN CHEMICAL Corp., St. Louis, Mich., Pestmaster, DDT Insecticides, Pharmaceuticals and industrial chemicals. Adv. Exec.: A. M. Byers. Agency: Meldrum & Fewsmith, Detroit. Acct. Exec.: Wes Gillingham.

MICHIGAN MUSHROOM Co., Niles Mich., mushrooms. Adv. Exec.: L. E. Walton. S. D-C. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: H. Johnson.

MICHIGAN STATE APPLE COMMISSION, 309 Seymour, Lansing 15, Mich., apples. Adv. Exec.: W. K. Bristol. Agency: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: L. Grant Hamilton.

MICKELBERRY'S FOOD PRODUCTS Co., 801 W. 49th Place, Chicago 9, sausage, bacon and meat products. Adv. Exec.: M. Mickelberry. Agency: L. W. Ramsey Co., Chicago. Acct Exec.: L. H. Copeland.

MID-CONTINENT AIRLINES Inc., 102 E. 9th, Kansas City, Mo., air transportation. Adv. Exec.: P. E. Condon. Agency: Bruce B. Brewer & Co., Kansas City. Acct. Exec.: Robert Preis.

MID-CONTINENT PETROLEUM Corp., Mid-Continent Bldg., Tulsa, Okla., gasoline, lubricants and motor oil. Adv. Exec.: Dale C. Rogers. S. D-C. Agency: R. J. Potts-Calkin & Holden, Kansas City, Mo. Acct. Exec.: J. B. Woodbury.

JOHN MIDDLETON Inc., 233 S. Third, Philadelphia 6, pipe tobacco. Adv. Exec.: Herbert H. Middleton. Agency: Anderson & Cairns, N. Y.

MIDLAND FLOUR MILLING Co., 2010 Taney Ave., North Kansas City 16, Mo., flour. Adv. Exec.: J. W. Cain. Agency: Crook Adv., Dallas, Tex. Acct. Exec.: James Anderson.

MIDLAND MFG. PRODUCTS Co., 12866 Woodward, Detroit 3, Mich., plastic toys, novelties and household items. Adv. Exec.: Don Dishell. Agency: Denman & Betteridge, Detroit.

MIDWAY Co., Kearney, Neb. (affiliate of Western Mfg. & Supply Co.), miniature radios, gifts, novelty merchandise and intercommunication equipment. Adv. Exec.: C. S. Beshore. Agency: Arrow Adv., Kearney, Neb.

MIDWEST POPCORN Co., 1114 Howard, Omaha 8, Neb., popping supplies, vending machines. Adv. Exec.: Wm. B. Berggren. Agency: Allen & Reynolds, Omaha, Neb. Acct. Exec.: R. H. Reynolds.

D. W. MIKESELL Inc., 142 S. Williams, Dayton, Ohio, potato chips. Adv. Exec.: James R. Fellows. Agency: Ankeney Adv., Dayton. Acct. Exec.: Edward J. Kalat.

MILADY BRASSIERE & CORSET Co., 6 E. 32d, New York 16. Adv. Exec.: David Aisenstat. Agency: Wexton Co., N. Y.

LOUIS MILANI FOODS Inc., 6058 S. Walker Ave., Maywood, Calif. Adv. Exec.: Lawrence Hoffman. Agency: Marketers Inc., Los Angeles.

MILES KIMBALL Co., Kimball Bldg., Oshkosh, Wis., gift wares, housewares, toys and greeting cards. Adv. Exec.: R. C. Robertson. Agency: Gordon Best Co., Chicago. Acct. Exec.: Frank Morr.

MILES LABORATORIES Inc., 1127 Myrtle, Elkhart, Ind., Alka-Seltzer, Nervine Liquid and Tablets, One-A-Day Brand Vitamins, Tabcin Anti-Histaminic Compound, Bactine Antispectic Bactericide, Cleanser and Deodorant. Adv. Exec.: H. S. Thompson. Agencies: Wade Adv., Chicago. Acct. Exec.: W. A. Wade. Robt. H. Otto & Assoc., N. Y. Acct. Exec.: R. H. Otto.

MILES SHOES Inc., 345 Hudson, New York, shoe chain. Adv. Exec.: David W. Hermann. Agency: Hirshon-Garfield Inc., N. Y.

MILFORD FARMS Inc., Milford, Pa., French dressing mix. Adv. Exec.: S. Salzman. Agency: Bass & Co., N. Y.

MILLER-BECKER Co., 6411 Central Ave., Cleveland 4, Ohio., Cotton Club Beverages. Adv. Exec.: Rudy Miller. Agency: Lang, Fisher & Stashower, Cleveland. Acct. Exec.: Alvin B. Fisher.

MILLER BREWING Co., 4000 W. State, Milwaukee 1, Wis., Miller High Life Beer. Adv. Exec.: Vernon S. Mullen Jr. Agency: Mathisson & Assoc., Milwaukee.

E. B. MILLAR COFFEE Co., 1822 Blake, Denver 2, Col., coffee. Adv. Exec.: C. J. Donnely. Agency: Bradley Lane Adv., Denver.

MILLER & HOLLIS, 57 Beverly, Boston 14, Haviland Chocolates. Adv. Exec.: C. C. Brett. Agency: Arthur Sampson Co., Boston.

MILLER-JONES Co., 46 E. Fulton, Columbus, Ohio, shoes, slippers, rubbers, purses and hosiery. Adv. Exec.: W. V. Davis. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: G. A. Slater.

I. MILLER PICKLES Inc., 337 Payne Ave., North Tonawanda, N. Y., pickle products. Adv. Exec.: I. Miller. Agency: Ellis Adv. Co., Buffalo. Acct. Exec.: Edward C. Pohl.

MILLER & RHOADS, Richmond 17, Va., department store. Adv. Exec.: C. Carroll Wyatt. Agency: Douglas D. Simon Adv., N. Y. Acct. Exec.: Chas. Sandak.

I. MILLER & SONS Inc., 43-10 23rd, Long Island City, N. Y., shoes and hosiery. Adv. Exec.: Irving E. Grossman. Agency: William Adv. Co., N. Y. Acct. Exec.: Silvia Shields. Abbott Kimball Co., N. Y.

MILLER STOCKMAN SUPPLY Co., 1636 Lawrence, Denver 2, Col., hats, boots and riding equipment. Adv. Exec.: Henry Fischer. Agency: Curt Freiberger & Co., Denver.

MILLER TABLE PAD & VENETIAN BLIND MFG. Co., 1260 Coney Island Ave., Brooklyn 30, N. Y., venetian blinds, table pads, etc. Agency: Bobley Co., 9 W. 57th, N. Y. Acct. Exec.: Lloyd S. Howard.

MILNOT Co., Litchfield, Ill., milk compounds. Adv. Exec.: Martin Hauser. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: R. E. White.

MILWAUKEE FILE Co., 1571 W. Pierce, Milwaukee, Li'l Sharpy. Adv. Exec.: L. E. Annheuser. Agency: Louise Mark & Assoc., Milwaukee.

E. N. MIMMS Co., 908 Mason, Louisville 4, Ky., air circulating and ventilating electric fans. Adv. Exec.: E. N. Mimms. Agency: M. R. Kopmeyer Co., Louisville, Ky.

MINERVA WAX PAPER Co., 1430 Grant Blvd., Minerva, Ohio, wax papers and foil. Agency: H. Grider Adv., Cleveland.

MINNEAPOLIS BREWING Co., 1215 Marshall, N. E., Minneapolis 13, Grain Belt Beer. Adv. Exec.: Frank Kiewel Jr. Agency BBDO, Minneapolis. Acct. Exec.: Ed Cashin.

MINNESOTA MINING & MFG. Co., St. Paul, Minn., sandpaper, tapes, adhesives and coatings, reflective sheeting and rubberized coating. Adv. Exec.: C. O. Moosbrugger. Agency: BBDO, Minneapolis. Acct. Exec.: Porter E. Harder.

MINUTE MAID Corp., 488 Madison Ave., New York 22, frozen orange juice. Adv. Exec.: Ambrose E. Stevens. Agency: Ted Bates & Co., N. Y.

MINUTE MOP Co., 18 E. 23rd, Chicago 16, mops. Adv. Exec.: J. L. Ellman. Agency: Guenther-Bradford & Co., Chicago.

MIRACLOTH Corp., 400 W. Madison, Chicago 6, Miracloth for cleaning. Agency: Campbell-Mithun, Chicago. Acct. Exec.: Gordon Bamberger.

MIRROLIKE MFG. Corp., 35-11 Queens Blvd., Long Island City 1, N. Y., wax. Adv. Exec.: Hugo Kiel.

MISSION BELL WINERIES, 665 Fourth St., San Francisco, Mission Bell Wine. Adv. Exec.: Hugh D. Smith. S. Agency: Young & Rubicam, S. F. Acct. Exec.: Richard L. McKee.

MISSION DRY Corp., 5001 S. Soto, Los Angeles, beer, ale and soft drinks. Adv. Exec.: W. J. Kuehn. Agency: The McCarty Co., L. A.

MODEL-CRAFT Inc., 521 W. Monroe, Chicago 6, rubber molding sets. Adv. Exec.: Kay Stanley. Agency: M. M. Owen Inc., N. Y.

MODGLIN Co., 3235 San Fernando Rd., Los Angeles 65, plastic products. Adv. Exec.: R. G. Rettig. Agency: Compton Adv., Hollywood.

MOLSON'S BREWERY Ltd., 1670 Notre Dame St. E., Montreal, Que., Canada, ale and porter. Adv. Exec.: Armand Pambrun. N. Agency: Cockfield, Brown & Co., Montreal. Acct. Exec.: Joe McDougall.

MONARCH WINE Co., 4500 Second Ave., Brooklyn 32, N. Y., wine. Adv. Exec.: Meyer H. Robinson. Agency: Donahue & Coe, N. Y. Acct. Exec.: Chas. E. Patrick.

MONSANTO CHEMICAL Co., 1700 S. Second, St. Louis 4, chemicals and plastics. Adv. Exec.: W. A. Rooney (Organic Div.). Agency: Gardner Adv., St. Louis. Acct. Exec.: C. H. Trapp, S. M. Ballard; Chas. Sweeney (N. Y.).

MONTAGE STOVE & FURNACE WORKS, 2011 N. Columbia Blvd., Portland, Ore., furnaces, ranges and heaters. Adv. Exec.: J. W. Montage. Agency: Pacific National Adv., Portland. Acct. Exec.: Mac L. Olds.

MONTANA FLOUR MILLS Co., 1635 Merwin, Cleveland 13, flour and biscuit mix, breakfast food and wheat germ. Adv. Exec.: Oscar L. Spencer. Agency: Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell.

WILLIAM MONTGOMERY Co., 999 N. 2d, Philadelphia, coffee. Adv. Exec.: John H. Durney. Agency: Aitkin- Kynett Co., Philadelphia.

MONTICELLO DRUG Co., 75 Broad St., Viaduct, Jacksonville 4, Fla., 666 Malarial and Cold Prep. (liquid), cold tablets, salve, nose drops. Adv. Exec.: Mrs. M. A. Christman. Agency: Chas. W. Hoyt Co., N. Y. Acct. Exec.: J. R. Roberts.

MOODY BIBLE INSTITUTE, 820 N. La Salle, Chicago, Christian educational school, correspondence courses, etc. Adv. Exec.: John H. Raymond.

BENJAMIN MOORE & Co., 511 Canal, New York, paints and varnishes. Adv. Exec.: H. B. Martin. Agency: St. Georges & Keyes Inc., N. Y.

MOORE DIV. OF CONLON-MOORE Corp., 105 E. Benton, Joliet, Ill., heating and cooking appliances. Agency: Kane Adv., Bloomington, Ill.

MOREY MERCANTILE Co., P. O. Box 5150 TA, Denver 17, Col., brand groceries. Adv. Exec.: W. W. Taylor Jr. Agency: Ball & Davidson, Denver.

MORNING MILK Co., Salt Lake City, Utah, evaporated milk. Agency: R. T. Harris Adv., Salt Lake City. Acct. Exec.: R. T. Harris.

PHILIP MORRIS & Co., 100 Park Ave., New York 17, cigarettes, smoking tobacco. Adv. Exec.: Patrick H. Gorman. Agencies: Biow Co., N. Y. Acct. Exec.: M. H. Biow. Albert Woodley Co., N. Y. Cecil & Presbrey, N. Y.

MORRISON MILLING Co., 319 E. Prairie, Denton, Texas, flour and meal. Adv. Exec.: E. W. Morrison Jr. Agency: Gandy-Owens Adv., Dallas. Acct. Exec.: W. P. Gandy.

MORTON DOG FOOD Co., 1500 S. 5th, Minneapolis, dog food. Adv. Exec.: H. D. Kane. Agency: MacKenzie Inc., Minneapolis.

MORTON SALT Co., 120 S. LaSalle, Chicago 3, salt. Adv. Exec.: G. W. Carrington. Agencies: Needham, Louis & Brorby, Chicago. Klau-Van Pietersom-Dunlap Assoc., Milwaukee. Acct. Exec.: A. R. McGinnis. Ewell & Thurber Assoc., Chicago.

MOTH-KING Corp., 14512 Burt Rd., Detroit 23, Mich., electric vaporizer. Adv. Exec.: B. L. Beudette. Agency: Campbell-Ewald Co., Detroit.

MOTHER'S CAKE & COOKIE Co., 810 81st St., Oakland, Calif. Adv. Exec.: T. H. Wilson. S. Agency: Jewell Adv., Oakland. Act. Exec.: Ralph Jewell.

MOTOROLA Inc., 4545 Augusta Blvd., Chicago 51, radio receivers, TV receivers and communications equipment. Adv. Exec.: Ellis L. Redden. Agencies: Gourfain-Cobb, Chicago. Ruthrauff & Ryan, Chicago.

J. W. MOYER & Sons, 2336 O St., Lincoln, Neb., wax and furniture polish. Adv. Exec.: J. W. Moyer. Agency: Ayres Adv., Lincoln. Acct. Exec.: Gould B. Flagg.

MRS. BAIRD'S BAKERIES Inc., Dallas, Texas, bread. Adv. Exec.: Roland W. Baird. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

MRS. TUCKER'S FOODS Inc., Sherman, Texas, shortening, salad oil and margarine. Adv. Exec.: W. S. Dorset. Agency: Crook Adv., Dallas. Acct. Exec.: Wilson Crook.

GEORGE MUEHLEBACH BREWING Co., 316 Oak, Kansas City 6, Mo., Muehlebach Pilsener Beer. Adv. Exec.: Adam T. Moncure. Agency: McCann-Erickson, Chicago. Acct. Exec.: Joseph B. Benge.

C. F. MUELLER Co., 180 Baldwin Ave., Jersey City, N. J., macaroni, spaghetti and noodles. Adv. Exec.: M. O'Rourke. Agency: Duane Jones Co. Inc., N. Y. Acct. Exec.: Eugene Hulshizer.

MUENCH-KREUZER CANDLE Co., 617 E. Hiawatha Blvd., Syracuse 1, N. Y., Emkay, novelty, decorative and religious candles. Adv. Exec.: Norbert C. H. Muench. Agency: Wilbur O. Richards Adv., Syracuse. Acct. Exec.: Wilbur O. Richards.

MUNTZ TV Inc., 1735 Belmont Ave., Chicago 13, television receivers. Agency: Michael Shore Adv., Chicago. Acct. Exec.: Michael Shore.

MURDOCK DISTRIBUTORS Inc., 9124 Sunset Blvd., Los Angeles 46, sterilization units. Adv. Exec.: Ray Kennedy. Agency: L. W. Ramsey Adv., Hollywood. Acct. Exec.: Frank R. Capka.

MURINE Co., 660 N. Wabash Ave., Chicago, 11, Murine. Adv. Exec.: Thos. B. Singleton. Agencies: BBDO, Chicago. Acct. Exec.: Kenneth W. Ellis. Baker Adv., Toronto.

ARTHUR MURRAY SCHOOL OF DANCING, 11 E. 43rd New York, instruction by mail. Adv. Exec.: Mrs. Arthur Murray. Agency: Ruthrauff & Ryan Inc., N. Y. Acct. Exec.: Daniel M. Gordon.

C. H. MUSSELMAN Co., Biglerville, Pa., food products. Adv. Exec.: Elmer J. Yoder. Agency: Clements Co., Philadelphia.

MUSTEROLE Co., 1748 E. 27th, Cleveland, Musterole. Adv. Exec.: C. L. Berkey. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: George Wasey.

MYER 1890 BOTTLING Co., 29 Mangin, New York 2, Myer 1890 Beverages. Adv. Exec.: Julius Myer. Agency: Joseph Katz Co., N. Y. Acct. Exec.: Marvin Rudwick.

E. MYERS LYE Corp., 386 Fourth Ave., New York, lye. Adv. Exec.: Robert Brenner. Agency: Wm. H. Weintraub & Co., N. Y.

MYSTIC FOAM Corp., 2003 St. Clair Ave., Cleveland, Mystic Foam. Adv. Exec.: Frank Lamorelle. S. D-C. Agency: Carpenter Adv., Cleveland.

N

NACOR MEDICINE Co., State Life Bldg., Indianapolis 4, Ind., tablets. Adv. Exec.: M. L. Haymann. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

NAHIGIAN BROS. Inc., 169 N. Wabash Ave., Chicago 1, rugs. Adv. Exec.: Haig S. Nahigian. Agency: Wesley Aves & Assoc., Grand Rapids, Mich.

NALLEY'S Inc., 3410 S. Lawrence, Tacoma 1, Wash., mayonnaise, salad, dressing, syrup, pickles, relish and potato chips. Adv. Exec.: Jos. G. Lohman. Agencies: Condon Co., Tacoma, Ruthrauff & Ryan, Seattle.

NAPA VALLEY GRAPE PRODUCTS Inc., 337 Jackson Ave., New York 54, wines. Adv. Exec.: M. Migliaccio. Agency: Emil Mogul Co., N. Y.

NARDIS SPORTSWEAR, 409 Browder, Dallas 1, Texas., misses and junior's sportswear. Adv. Exec.: Allen J. Gold. Agency: J. B. Taylor Inc., Dallas. Acct. Exec.: Tevis Bennett.

NARRAGANSETT BREWING Co., Elmwood Sta., Providence 7, R. I., Narragansett Ale and Lager Beer. Adv. Exec.: John W. Haley. Agency: Standish Inc., Providence.

NASH COFFEE, 1745 University Ave., St. Paul 4, Minn. Adv. Exec.: J. T. Hanson. Agency: Erwin, Wasey & Co., Minnesota. Acct. Exec.: Joseph MacGaheran.

NASH-KELVINATOR Corp. (Kelvinator Division), 14250 Plymouth Rd., Detroit 32, Mich., electric refrigerators, water coolers, electric ranges, home freezers. Adv. Exec.: J. C. Bonning. Agency: Geyer, Newell & Ganger, Detroit. Acct. Exec.: R. L. Wolfe.

NATCO Inc., 4401 W. North Ave., Chicago 39, Natco Sound Projector. Adv. Exec.: George Factor. Agency: Gordon Best Co., Chicago. Acct Exec.: Burton G. Feldman.

NATIONAL BISCUIT Co., 449 W. 14th, New York 14, biscuits, shredded wheat, crackers, baking products and dog food. Adv. Exec.: George Oliva. Agencies: McCann-Erickson, N. Y. Needham & Grohmann, N. Y. MacLaren Adv. Co.,

NATIONAL BREWERIES, 990 Notre Dame, W., Montreal 3, Black Horse Ale and Porter, Kingsbeer Lager, Dow Ale and Stout, Frontenac Blue Label Lager Beer and White Cap Ale, Boswell Ale, Champlain Ale, Stout and Porter. Adv. Exec.: Norman J. Dawes. Agencies: BBDO, N. Y. Acct. Exec.: L. H. Sherril. Vickers & Benson, Montreal. Acct. Exec.: W. B. Dennis. MacLaren Adv., Montreal. Young & Rubicam, Montreal. Ronalds Adv., Montreal. Canadian Adv. Agency, Montreal.

NATIONAL BREWING Co., 3602 O'-Donnell, Baltimore 24, National Premium Beer, National Bohemian Beer. Adv. Exec.: Norman S. Almony. Agency: Owen & Chappell, N. Y. Acct. Exec.: John Schneider.

NATIONAL CARBON DIV., UNION CARBIDE & CARBON CORP., 30 E. 42d, New York 17, Eveready Flashlight Batteries and Dry Cells, Eveready Radio Batteries. Adv. Exec.: A. J. Housman. Agency: William Esty Co., N. Y. Acct. Exec.: W. H. Wulfeck.

NATIONAL CRANBERRY ASSOC., Main St., Hanson, Mass., cranberry sauce and juice. Adv. Exec.: Ellen Stillman. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl M. Frost.

NATIONAL DAIRY PRODUCTS Corp., 230 Park Ave., New York 17, ice cream, dairy products and Kraft Foods. Adv. Exec.: Glenn Gundell. Agencies: N. W. Ayer & Son, N. Y. J. Walter Thompson Co., Chicago.

NATIONAL DIE CASTING Co., Touhy Ave., Chicago 45, food choppers, ricers, knife sharpeners and heaters. Adv. Exec.: G. W. Hanney. Agency: O'-Grady-Andersen-Gray, Chicago. Acct. Exec.: Wm. O'Grady.

NATIONAL DISTILLERS PRODUCTS Corp., 120 Broadway, New York 5, whiskies, scotch whiskies, rums, specialties. Alynn Shilling. Agencies: Kudner Agency, N. Y. Acct. Exec.: C. M. Rohrabaugh. Lawrence Fertig & Co., N. Y. Acct. Execs.: Lawrence Fertig and Philip Lukin. Fletcher Richards Inc., N. Y. Honig-Cooper Co., San Francisco. Kenyon & Eckhardt, N. Y.

NATIONAL FRUIT FLAVOR Co., 421 Girod, New Orleans 6, La. Squeeze, Tru-Orange Squeeze, Virgil's Pale Dry Ginger Ale, Squeeze Lime Rickey Kornmix, Lix. Adv. Exec.: Ira B. Harkey.

NATIONAL GUARD BUREAU, Pentagon Bldg., Washington, D. C. (Depts. of the Army and Air Force), Personnel Procurement (Recruiting). Maj. Gen. Raymond H. Fleming (Acting Chief National Guard Bureau) Maj. E. L. Smith (Chief Information—Room 3-E-180—Pentagon Bldg., Washington, D. C.) Agency: Robert W. Orr & Assoc. Inc., N. Y.

NATIONAL NUGRAPE Co., 794 Forrest Road, N. E., Atlanta, Ga., NuGrape Soda, Sun Crest. Adv. Exec.: W. G. Grant. Agency: Liller, Neal & Battle, Atlanta. Acct. Exec.: G. L. Watts.

NATIONAL RADIO INSTITUTE, 16th & U Sts., N.W., Washington 9, D. C., home study courses in radio servicing, radio communications including television and electronics. Adv. Exec.: S. M. Armstrong. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: R. E. Daiger.

NATIONAL REFINING Co., 1808 Standard Bldg., Cleveland 1, (Affil. of Ashland Oil & Refining Co.), gasoline, oils and greases. Adv. Exec.: C. J. Kurz. Agency: The Hubbell A. A., Inc., Cleveland. Acct. Exec.: A. H. Wagner.

NATIONAL SELECTED PRODUCTS Inc., 120 Broadway, New York 5, pie crust mix, corn muffin mix and cake icing. Adv. Exec.: Winslow J. Roehl. Agency: Geare-Marston, N. Y.

NATIONAL SHAWMUT BANK, 40 Water St., Boston, Mass., banking service. Adv. Exec.: John J. Barry. S. Agency: Biow Co., N. Y. Acct. Exec.: John E. Hamm.

NATIONAL SILVER Co., 295 5th Ave., New York 16, silverplate, potteries, dresserware, copperware and chromeware, giftware. Adv. Exec.: Edward Scharf. Agency: Grey Adv., N. Y.

NATIONAL SUGAR REFINING Co., 129 Front, New York 5, package sugar, (Invert Sugar), bulk sugar. Adv. Exec.: P. R. Copeland Jr. Agency: Young & Rubicam Inc., N. Y. Acct. Exec.: T. J. Smith.

NATIONAL TEA Co., 1000 N. Crosby, Chicago 10, groceries, produce and meats. Adv. Exec.: Frank Gruman. Agency: Schwimmer & Scott, Chicago.

NATIONAL TEXTILE & CHEMICAL Lab., Sangamon Ordnance Works, Illiopolis, Ill., starch. Adv. Exec.: P. V. Eakin. Agency: Henri, Hurst & McDonald, Chicago.

NATIONWIDE AIRLINES Inc., Detroit City Airport, Detroit 5, Daily Intra-State Air Service. Adv. Exec.: J. V. Weesner. Agency: Mullane Advertising Inc., Detroit. Acct. Exec.: William A. Mullane Jr.

NEDICK'S Inc., 44 W. 43rd St., New York, Nedick's orange drink concentrate and Nedick's Stores. Adv. Exec.: Daniel B. Scully. S. Agency: Wiess & Geller, N. Y. Acct. Exec.: Max Tendrich.

NEHI Corp., 10th & 9th Ave., Columbus, Ga., Nehi and Par-T-Pak Beverages, Royal Crown Cola. Adv. Exec.: T. H. Stanley. Agency: BBDO, N. Y. Acct. Exec.: S. A. Harned.

NELSON BROS. FURNITURE Co., 4840 Broadway, Chicago, retail furniture store. Adv. Exec.: A. L. Blinder. S. Agency: George H. Hartman Adv., Chicago. Acct. Exec.: Thomas Kivlan.

NELSON-HALL Co., 210 S. Clinton St., Chicago, books and tools. Adv. Exec.: V. Peter Ferrara. S. D-C. Agency: Adams Adv., Chicago. Acct. Exec.: Joe Voorhees.

NESCO Inc., 201 N. Michigan Ave., Chicago 1, decorated ware (Japanned and Lithographed), tinware, galvanized ware, kerosene stoves, ranges, heaters, electric roasters and casseroles, electric heaters and steel drums. Adv. Exec:. Joseph F. Manning Jr. Agency: Roche, Williams & Cleary, Chicago. Acct. Exec.: J. M. Cleary.

NESTLE Co. Inc., Colorado Springs, Colo., Instant Tea, bouillion cubes, evaporated milk. Adv. Exec.: Palan Flagler. Agencies: Cecil & Presbrey Inc., N. Y. Needham & Grohmann Inc., N. Y.

NESTLE'S CHOCOLATE Co. Inc., 60 Hudson, New York 13, Nestle's milk chocolate, chocolate coatings, cocoa and chocolate syrup; Instant Nestle's Chocolate Flavor for Milk. Adv. Exec.: T. F. Corrigan. Agency: Cecil & Presbrey Inc., N. Y. Acct. Exec.: Edward B. Noakes.

NESTLE-LeMUR Co., 902 Broadway, New York 10, cosmetics and toiletries, permanent wave machines and supplies. Adv. Exec.: Bernard Salamon. Agencies: R. T. O'Connell Co., N. Y. Acct. Exec.: R. T. O'Connell. L. H. Hartman Co., Inc., N. Y. Acct. Exec.: A. M. Ross. The Wesley Assoc., N. Y. Acct. Exec.: L. G. Wesley. Dorland Inc., N. Y. Acct. Exec.: Shirley Polikoff.

NESTOR JOHNSON MFG. Co., 1900 N. Springfield Ave., Chicago, card shuffler. Adv. Exec.: R. Notz. Agency: Aubrey, Moore & Wallace, Chicago. Acct. Exec.: Leonard Krick.

NETTLE CREEK INDUSTRIES, S. First St., Richmond, Ind., foam rubber casual pillows. Adv. Exec.: Ben J. Teetor. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: E. W. Leach.

NEUHOFF PACKING Co., Adams St., Nashville, Tenn., bacons, sausage, etc. Adv. Exec.: D. M. McBride. Agency: Doyne Adv., Nashville. Acct. Exec.: Geo. W. Doyne.

NEVERUB Corp., 1901 Clybourn, Chicago 22, waxes, polishes, floor finishes. Agency: Sydney K. Lenby Adv., Chicago.

NEWELL GUTRADT Co., 368 Fremont, San Francisco 5, soap and cleaner. Adv. Exec.: A. Haas Jr. Agency: Guild, Bascom & Bonfigli, S. F.

NEWLY WEDS BAKING Co., 2453 S. Indiana, Chicago, Ice Cream 'N Cake Roll. Adv. Exec.: Paul Angell. Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: Fred W. Swanson.

NEW ENGLAND COKE Co., 250 Boston. Adv. Exec.: Rudolph Bruce. S. D-C. J. T. Chirurg Co., Boston. Acct. Exec.: W. Shepardson.

NEW ENGLAND CONFECTIONERY Co., 245 Mass. Ave., Cambridge 39, Mass., Necco Candies. Adv. Exec.: Wade Jones. Agency: C. J. LaRoche & Co., N. Y.

NEW YORK CENTRAL SYSTEM, 466 Lexington Ave., New York. Adv. Exec.: J. T. Webster. S. Agency: Foote, Cone & Belding, N. Y. Acct. Exec.: H. W. Frier.

NEW YORK STATE DEPT. OF COMMERCE, 112 State St., Albany, N. Y., travel and business promotion. Adv. Exec.: Herbert C. Campbell. S. Agency: BBDO, N. Y. Acct. Exec.: Philip Carling.

NEW YORK TELEPHONE Co., 140 West St., New York, telephone service. Adv. Exec.: Kennerly Woody. S. Agency: BBDO, N. Y. Acct. Exec.: Don Velsey.

NICOLAY-DANCEY Inc., 5801 Grandy, Detroit, potato chips. Adv. Exec.: A. R. Pegler. Agency: Tom Schroeder Agency, Chicago. Acct. Exec.: Tom Schroeder.

NIX COSMETICS Co., Memphis, Tenn., Mundo Analgesic Compound, Nix Deodorant, Nix Bleach Cream and Nix Liquid Bleach. Adv. Exec.: P. Edwards. S. D-C. Agency: Cole & Co., Memphis. Acct. Exec.: Lester M. Cole.

NOMA ELECTRIC Corp., 55 W. 13th, New York 11, (Sub. Noma Elec. Co. of Canada, Toronto, Ont.), Christmas tree lights, Bubble Lites and Bubble Lite Tree. Adv. Exec.: H. J. Williams. Agencies: Albert Frank-Guenther Law Inc., N. Y. Accurate Adv. Agency, N. Y. (electronic doll).

NORGE DIV., BORG-WARNER Corp., Merchandise Mart, Chicago 54, refrigerators, washers, conventional and automatic gas ranges, electric ranges, electric water heaters, home freezers. Adv. Exec.: C. H. MacMahon. Agency: J. Walter Thompson Co., Chicago.

NORRIS Inc., 223 Peachtree, Atlanta, Ga., Norris Exquisite Candies. Adv. Exec.: Mrs. E. M. Coleman. Agency: Tucker Wayne & Co., Atlanta.

NORTH AMERICAN DYE Corp., 519 S. Fifth Ave., Mount Vernon, N. Y., soap dyes, creams, lotions, deodorant. Adv. Exec.: Lester B. Knight. Agencies: Atherton & Currier, N. Y. Acct. Exec.: J. W. Atherton, Will Burgess & Co., N. Y. (Barbara Barrington Div.).

NORTH STAR AIRCOACH, 6520 Selma Ave., Hollywood, Calif., airline. Adv. Exec.: Jack J. Gould. S. Agency: Shore Assoc., Beverly Hills, Calif. Acct. Exec.: Bette Mann.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

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(Continued)

NORTHERN CALIFORNIA ELECTRICAL BUREAU, 1355 Market, San Francisco 3, lighting, appliances, radio and TV, adequate wiring. Adv. Exec.: C. R. Matthews. Agency: Jean Scott Frickelton Adv., S. F.

NORTHLAND SKI Mfg. Co., 1201 Henry St., N. E., North St. Paul, Minn., skis, ice hockey sticks, toboggans, snowshoes and accessories. Adv. Exec.: Christian A. Lund. Agency: Melamed-Hobbs, St. Paul. Acct. Exec.: Vern Soash.

NORWICH PHARMACAL Co., Eaton Ave., Norwich, N. Y., Norforms, Unguentine, powder and cream, Pepto-Bismol. Adv. Exec.: John Alden. Agencies: Benton & Bowles, N. Y. Moser & Cotins, Utica, N. Y. Acct. Exec.: J. N. Brown. Kiesewetter Assoc., N. Y. Acct. Exec.: E. G. Chase. Irwin Vladimir & Co., N. Y. (Export). Cockfield, Brown & Co., Toronto.

NOXZEMA CHEMICAL Co., 32nd & Falls Cliff Rd., Baltimore 11, medicated greaseless skin cream, shaving cream, cold cream and suntan lotion. Adv. Exec.: R. B. Yingling. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., New York. Irwin Vladimir & Co. Inc., N. Y. (Export).

NUN BETTER TEXTILE PRODUCTS, 691 Houston, N. E., Atlanta, Ga. (Div. Rittenbaum Bros.), utility cloths. Adv. Exec.: Max Rittenbaum. Agencies: Gordon-Allison & Co., Atlanta. Maurice C. Coleman & Assoc., Atlanta (radio).

NUTRENA MILLS Inc., 200 Grain Exchange, Minneapolis 15 (Div. of Cargill Inc.), livestock and poultry feeds. Adv. Exec.: E. C. Fuller. Agency: Bruce B. Brewer & Co., Kansas City, Mo. Acct. Exec.: Quentin Brewer.

NYCOL PRODUCTS Inc., 801 Hacket St., Iona, Mich., Nycol Antiseptic Solution. Adv. Exec.: Herbert Hymer. S. Agency: Wallace Lindeman Co., Grand Rapids.

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THE OAKFORD Co., 316 S. Washington, Peoria, Ill., coffee, Perfection Syrup and Blue Ribbon Food Products. Adv. Exec.: D. L. Hinegardner. Agency: Arbingast, Becht & Assoc., Peoria.

OAKITE PRODUCTS Inc., 22 Thames, New York 6, N. Y., materials for household consumption and industrial production cleaning work. Adv. Exec.: Edw. L. Carlson. Agencies: Rickard & Co., N. Y. Acct. Exec.: E. Mayer. Calkins & Holden, Carlock, McClinton & Smith, N. Y. Acct. Exec.: Sherwood Smith.

O-CEDAR Corp., 2246 W. 49th, Chicago 9, Ill., polishes, mops, waxes, cleaners and furniture polish. Adv. Exec.: R. E. Smith. Agency: Young & Rubicam, Chicago. Acct. Exec.: Al Gass.

ODELL Co., 230 Wright St., Newark, N. J., Trol Hair Tonic. Adv. Exec.: Sheldon R. Odell. S. D-C. Agency: L. Gumbinner Adv., N. Y. Acct. Exec.: Paul Gumbinner.

ODIN STOVE MFG. Co., 314 W. 12th St., Erie, Pa., Odin Beautyrange. Adv. Exec.: Everett Hampel. Agency: John Harder Fenstermacher Adv., Cory, Pa.

OELERICH & BERRY Co., 864 N. Larrabee, Chicago 10, Ill., syrup. Adv. Exec.: Francis J. Oelerich. Agency: E. H. Brown Adv., Chicago.

OERTEL BREWING Co., 1400 Story Ave., Louisville 6, Ky., Oertels 92 Beer. Adv. Exec.: E. G. Binder. Agency: M. R. Kopmeyer Co., Louisville. Acct. Exec.: M. R. Kopmeyer.

OHIO BELL TELEPHONE Co., 750 Huron Road, Cleveland, Ohio, telephone service. Adv. Exec.: L. L. Evert. S. Agency: McCann-Erickson, Cleveland. Acct. Exec.: Robert Dailey.

OHRBACH'S, 48 E. 14th, New York 3, N. Y., apparel. Adv. Exec.: Mark Klauser. Agency: Doyle Dane Bernbach Inc., N. Y.

OLD FASHIONED MILLERS Inc., 540 East 7th, St. Paul 1, Minn., flour. Adv. Exec.: Kathleen Enright. Agencies: Northwest Daily Press Assoc., Minneapolis. Arnold M. Niemeyer & Assoc., St. Paul.

OLD JUDGE COFFEE Co., 704 N. Seccond, St. Louis 2, Mo., coffee and tea. Adv. Exec.: James H. Coleman. Agency: Gardner Adv., St. Louis.

OLD MONASTERY WINE Co., New Haven, Conn., Old Monastery Wines, Old 48 Brand Wines and Shalom, Brand Wines. Adv. Exec.: Larry Graber. Agency: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

OLD READING BREWERY Inc., 9th and Laurel Sts., Reading, Pa., beer. Adv. Exec.: Harry Fischman.

OLDSMOBILE DIV., GENERAL MOTORS Corp., Towsend St., Lansing 21, Mich., motor cars. Adv. Exec.: R. E. Gifford. Agency: D. P. Brother & Co. Inc., Detroit. Acct. Exec.: Clarence Hatch Jr.

OLIVE TABLET Co., 29 E. 5th Ave., Columbus 1, Ohio, Dr. Edwards' Olive Tablets. Adv. Exec.: Fred E. Rathburn. Agency: Erwin, Wasey & Co. Inc., New York. Acct. Exec.: Geo. E. Wasey.

OLLENDORFF WATCH Co., 20 W. 47th St., New York, Gotham Watches. Adv. Exec.: Herbert Ollendorff. S. D-C. Agency: Herman Morris Adv., N. Y. Acct. Exec.: Herman Morris.

OLNEY & CARPENTER Inc., Wolcott, N. Y., potato sticks. Adv. Exec.: Harry H. Davis. Agency: Fuller & Smith & Ross, N. Y. Acct. Exec.: F. B. Duncan.

OLSON RUG Co., 2800 N. Crawford, Chicago 41, Ill., remade rugs. Adv. Exec.: Arthur W. Prussing. Agencies: Mason Warner Co., Chicago. Acct. Exec.: M. M. Warner, Presba, Fellers & Presba, Chicago.

OLYMPIA BREWING Co., P. O. Box 947, Olympia, Wash., Olympia Beer. Adv. Exec.: Peter G. Schmidt. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: C. P. Constantine.

OLYMPIC RADIO & TELEVISION Inc., 34-01 38th Ave., Long Island City, N. Y., Olympic Radio Receivers and Television Receivers. Adv. Exec.: George F. Bart. Agency: Stanley-Guerin Co., N. Y.

OMAR Inc., 1910 Harney, Omaha 2, Nebr., bakery products. Adv. Exec.: John L. Gardner. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles C. Fitzmorris Jr.

OMAR PRODUCTS Co., 1770 Genesee Ave., Columbus, Ohio, wallpaper cleaner. Adv. Exec.: Omar H. Schnelle. Agency: Wheeler-Kight & Gainey, Columbus.

OMNIBOOK MAGAZINE, 76 9th Ave., New York 11, Omnibook magazine. Adv. Exec.: William K. Hutson. Agency: Huber Hoge & Sons, N. Y. Acct. Exec.: Cecil C. Hoge.

ONTARIO BISCUIT Co., Div. of United Biscuit Co. of America, P. O. Box 977, Buffalo, N. Y. Adv. Exec.: Donald K. Templeton. S. Agency: Moss Chase Inc., Buffalo. Acct. Exec.: Edmund J. Felt.

OPELOUSAS OIL REFINERY, P. O. Box 591, Opelousas, La., Lou Ana Shortening and Lou Ana Salad Oil. Adv. Exec.: J. P. Doherty. S. Agency: William G. Teters Co., New Orleans. Acct. Exec.: William G. Teters.

JOHN OPITZ Inc., 50-14 39th St., Long Island City, N. Y., J-O Insecticides. Adv. Exec.: Henry V. Opitz. Agency: Tracy, Kent & Co., N. Y. Acct. Exec.: William Irwin Tracy.

ORANGE-CRUSH Co., 318 W. Superior, Chicago 10, Ill., Orange Crush and Old Colony Beverages. Adv. Exec.: Alden E. Fork. Agency: Campbell-Mithun, Chicago.

ORCHARD INDUSTRIES Inc., 18404 Morang Rd., Detroit 5, Mich., steel fishing rods. Adv. Exec.: Don H. Collins. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Ralph Roberts.

OREGON - WASHINGTON - CALIF. PEAR BUREAU, 502 Woodlark Bldg., Portland 5, Ore., winter pears. Adv. Exec.: R. A. Patterson. Agency: Pacific National Adv., Portland. Acct. Exec.: Milton Foland.

ORIENTAL FOODS Inc., 4100 S. Broadway, Los Angeles, Calif., Jan-U-Wine and canned Chinese foods. Adv. Exec.: Peter Hyun Jr. S. Agency: Coleman-Jone Co., Los Angeles. Acct. Exec.: Jerry Coleman.

ORIENTAL SHOW-YOU Co., Columbia City, Ind., chop suey products. Adv. Exec.: Shinzo Ohki. Agency: Ross Adv., Ft. Wayne.

OUR OWN HARDWARE Co., 618 N. 3rd, Minneapolis 1, Minn., housewares. Adv. Exec.: S. P. Duffy. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Ralph Campbell.

THE OVERBROOK EGG NOG Corp., 32 S. Hanover, Baltimore 1, Md., premium egg nog, mint and orange flavored gin and sloe gin. Adv. Exec.: S. Charles Friedenberg. Agency: Joseph Katz Co., N. Y.

OXO (UNITED STATES OF AMERICA), Ltd., 581 Boylston, Boston 15, Mass., beef products. Adv. Exec.: P. H. Vrooman. Agency: Platt-Forbes Inc., N. Y. Acct. Exec.: Parmelee Lyman.

P

PABST BREWING Co., 221 N. LaSalle St., Chicago, Pabst Blue Ribbon Beer and Ale. Adv. Exec.: Nathan Perlstein. N. S. D-C. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

PACIFIC AMERICAN FISHERIES, Bellingham, Wash., salmon. Adv. Exec.: Howard L. Scott. Agency: Honig-Cooper Co., Seattle. Acct. Exec.: Warren Kraft.

PACIFIC BREWING & MALTING Co., San Jose, Cal., Wielands beer. Adv. Exec.: A. Geoffroy. Agency: Elliott, Goetze & Boone, San Francisco,

PACIFIC CHEMICAL Co., 114 W. College, Los Angeles 12, Cal. (Div. of American Marietta Co., Chicago,) Industrial cleaners, insecticides. Adv. Exec.: Martin L. Forsberg. Agency: Ruthrauff & Ryan, Chicago.

PACIFIC CITRUS PRODUCTS Co., Box 392, Fullerton, Calif., Hawaiian punch. Adv. Exec.: Reuben P. Hughes. Agency: Atherton Adv. Agency, Los Angeles.

PACIFIC COAST BORAX Co., 100 Park Ave., New York 17, Borax, Boric Acid, soap chips. Adv. Exec.: F. A. Schoepflin. Agency: McCann-Erickson, New York. Acct. Exec.: Royal Alderman.

PACIFIC COAST PACKERS, 2100 MacPherson Ave., New Westminster, B. C., Can., salad dressing. Adv. Exec.: F. H. Beaven. Agency: O'Brien Adv., Vancouver, B. C., Can. Acct. Exec.: D. M. Tyerman.

PACIFIC CRACKER Co., 6233 S. Gramercy Pl., Los Angeles, Calif., Crackers. Adv. Exec.: Fred Heaton. Agency: Mogge-Privett, Los Angeles. Acct. Exec.: Norton W. Mogge.

PACIFIC OLIVE Co., P. O. Box 708, Visalia, Calif., Early California Brand Olives. Adv. Exec.: John D. Seaman. S. Agency: Abbott Kimball Co. of California, Los Angeles. Acct Exec.: Jimmy Fritz.

PACIFIC VINEGAR Co., 24th & Welcome Ave., Richmond, Calif., wine vinegar. Adv. Exec.: H. D. Harris. Agency: Ralph G. Cahn Adv., San Francisco.

PACKARD-BELL Co., 12333 West Olympic Blvd., Los Angeles, Calif., radio receivers. Adv. Exec.: Robert H. Thompson Jr. N. S. D-C. Agency: Elwood J. Robinson Co., Los Angeles. Acct. Exec.: Jack Haynes.

PACKARD MOTOR CAR Co., 1580 E. Grand Blvd., Detroit 32. Adv. Exec.: Hugh W. Hitchcock. Agency: Young & Rubicam, New York. Acct. Exec.: E. E. Potter.

PAGE BOY Co., 2033 Cedar Springs Ave., Dallas 1, Tex., maternity dresses. Adv. Exec.: Miss Elsie Frankfurt, Agency: Laughlin-Wilson-Baxter & Persons, Dallas.

PAINE FURNITURE Co., 81 Arlington, Boston 16, Mass., furniture. Adv. Exec.: Carl Masson. Agency: Doremus & Co., Boston.

PAL BLADE Co., 43 W. 57th St., New York, Pal Hollow Ground Razor Blades and Personna Precision Blades. Adv. Exec.: Murray G. Kushell. N. S. Agencies: Al Paul Lefton Co., N. Y. Acct. Exec.: Robert Misch., J. D. Tarcher & Co., N. Y. Acct. Exec.: Ben Jaitin.

PALMER CHEMICAL Co., 1601 Forest, Georgetown, Texas, polish. Adv. Exec.: Dwight Phillips.

PALMER MFG. Corp., 2200 W. Fillmore, Phoenix, Ariz., air coolers and heating equipment. Adv. Exec.: Charles Dark. Agency: Miller Adv., Phoenix. Acct. Exec.: J. R. Miller.

PAN-AMERICAN COFFEE BUREAU, 120 Wall, New York 5. Adv. Exec.: Charles G. Lindsay. Agency: Federal Adv. Agency, N. Y.

PAN AMERICAN WORLD AIRWAYS, 135 42nd, New York 17. Adv. Exec.: Melville E. Stone. Agency: J. Walter Thompson Co., N. Y. Acct. Execs.: Samuel W. Meek and M. F. Hanson.

PARAMOUNT PICTURES Corp., 1501 Broadway, New York 18, Paramount motion pictures. Adv. Exec.: Sidney Blumenstock. Agency: Buchanan & Co., N. Y.

PARFUMS EVYAN Inc., 2 East End Ave., New York 2. perfumes. Adv. Exec.: Evelyn Westall. Agency: Hilton & Riggio, N. Y. Acct. Exec.: Peter Hilton.

PARK & TILFORD, 485 Fifth Ave., New York, tints and dyes. Adv. Exec.: Henry Bernard. Agency: Storm & Klein, N. Y. Acct. Exec.: Alliston E. Storm.

THE PARKER PEN Co., Court & Division, Janesville, Wis., fountain pens, mechanical pencils, desk sets, ink and lighters. Adv. Exec.: David G. Watrous. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: A. E. Hanser. Tatham-Laird, Chicago. Walsh Adv. Co., Ltd., Windsor, Ont., Canada (Canadian). Acct. Exec.: Gar Ryan.

PARKWAY BAKING Co., 1238 Ridge Ave., Philadelphia 23, bread. Adv. Exec.: G. L. Conly. Agency: J. M. Korn & Co., Philadelphia.

PARSONS AMMONIA Co., 19 Rector, New York 6, ammonia. Adv. Exec.: P. C. Ingham. Agency: Brisacher, Wheeler & Staff, N. Y.

JOHN G. PATON Co., 630 Fifth Ave., New York 20, honey, canned goods. Adv. Exec.: G. H. Wildman. Agency: Hilton & Riggio, N. Y.

MRS. PAUL KITCHENS Inc., 179 East St., Philadelphia, Pa., frozen seafood. Adv. Exec.: Edward J. Piszek. S. D-C.

PAXTON & GALLAGHER Co., Ninth & Jones, Omaha, Nebr., coffee. Adv. Exec.: Edward A. Creighton Jr. Agency: Buchanan-Thomas Adv. Co., Omaha. Acct. Exec.: Charles Harding.

PAYNEX FURNACE Div., 801 Royal Oakes, Monrovia, Calif., furnaces. Adv. Exec.: Joseph J. Merlo. S. D-C. Agency: Hixson & Jorgenson, Los Angeles. Acct. Exec.: Joel Benton.

PEACH BOARD of CONTROL, Palisade, Colo., Colorado peaches, pears. Adv. Exec.: Oscar W. Jaynes. S. Agency: Conner Adv., Denver. Acct. Exec.: Cecil Conner.

PEARCE MFG. Co., Latrobe, Pa., Blankets and Woolen Goods. Adv. Exec.: F. J. Harvey. Agency: Edward M. Power Co., Pittsburgh.

PEARSON PHARMACAL Co., 154-160 W. 14th St., New York, Ennds Chlorophyll Tablets, Eye-Gene eye drops, Dew deodorant. Adv. Exec.: L. E. Amster. Radio Adv. Exec.: R. A. Duff. N. S. Agency: H. B. Cohen Adv., N. Y. Acct. Exec.: Stuart Smith.

F. H. PEAVEY & Co., Grain Exchange Bldg., Minneapolis, Minn., feeds, seeds, minerals, storage and merchandising. Adv. Execs.: F. Peavey Heffelfinger and P. F. Scheunemann. S. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Ken Ruble.

PEERLESS Co., 231 Main, Pawtucket, R. I., Department Store. Adv. Exec.: Arthur O. Marcello. Agency: Fitzgerald Inc., Providence, R. I. Acct. Exec.: Frank McCabe.

PEERLESS TAILORED DRESSES, 1375 Broadway, New York 18, dresses. Adv. Exec.: Harry Friedman.

PEGGY MARTIN BLOUSE & SPORTSWEAR, Inc., 48 W. 37th, New York 18, Peggy Martin Originals. Adv. Exec.: Irving S. Friedman.

PENICK & FORD Ltd., 420 Lexington Ave., New York, My-T-Fine Desserts, Brer Rabbit Molasses, Brer Rabbit Syrup, Vermont Maid Syrup and Penick Syrup. Adv. Exec.: Charles F. Fleischmann. S. Agencies: BBDO, N. Y. Acct. Exec.: Charles Dalton. J. Walter Thompson Co., N. Y. Acct. Exec.: Robert Shivey.

PENN-CHAMP OIL Co., Butler, Pa., (Sub of Pennsylvania Refining Co.) Dry Cleaner, Self-Polishing Wax, Window Cleaner, etc., Motor Oil, Lighter Fluid, DDT Insecticide & Stock Spray. Adv. Exec.: J. W. Westbrook. Agency: Paris & Peart, New York.

THE PENNSYLVANIA RAILROAD, 1617 Pennsylvania Blvd., Philadelphia 4. Adv. Exec.: G. E. Schabacker. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Al Paul Lefton.

PENNSYLVANIA SALT MFG. Co., Widener Bldg., Philadelphia 7, lye, laundry and dry cleaning products, insecticides and agricultural chemicals. Adv. Exec.: Wm. P. Drake. Agency: Geare-Marston, Phila. Acct. Exec.: Edward Schull (Radio) heavy chemicals and B-K products, Kryocide & Knox-Out insecticides, lye and agricultural chemicals.

PENNZOIL Co., Seneca St., Oil City, Pa., motor oil, gasoline and lubricants. Adv. Exec.: E. F. Johnson. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: E. F. Johnson.

PENNZOIL Co. (of Calif.), 942 S. Hope, Los Angeles 15, motor oils, lubricants. Adv. Exec.: D. V. Monroe. Agencies: Fuller & Smith & Ross, Cleveland. Acct. Exec.: E. J. Martin. Mayers Co., Los Angeles. Acct. Exec.: Henry Mayers.

XUM

DR. PEPPER Co., 5523 E. Mockingbird Lane, Dallas, Texas, beverage. Adv. Exec.: A. H. Caperton. N. S. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: H. B. Groseth.

PEPSI-COLA Co., 3 W. 57th, New York, Pepsi-Cola and Evervess beverages. Adv. Exec.: Stirling Ross Wheeler. Agency: Biow Co., N. Y. Acct. Exec.: Milton Biow.

PEPSODENT—DIVISION OF LEVER BROS. Co., 505 Park Ave., New York 22, tooth powder, tooth Paste, antiseptic, toothbrush, shaving cream, creme shampoo, home wave, cosmetics, hair tonic. Adv. Exec.: Raymond F. Underwood. Agencies: Foote, Cone & Belding. N. Y. Ruthrauff & Ryan, N. Y. J. Walter Thompson Co., N. Y. Acct. Exec.: Robert McDonald. Cecil & Presbrey, N. Y.

PEQUOT MILLS, 47 Congress, Salem, Mass., (Div. Naumkeag Steam Cotton Co.) sheets and pillow cases and cotton sheeting. Adv. Exec.: John S. Welles. Agency: Jackson & Co., N. Y. Acct. Exec.: John Yeargain.

PERA STARCH Inc., Illiopolis, Ill., Pera Starch. Adv. Exec.: Cyril Geisler. S. D-C. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: H. Blue.

PERFECT CIRCLE Corp., 552 S. Washington, Hagerstown, Ind., piston rings. Adv. Exec.: Herman C. Teetor. Agencies: Henri Hurst & McDonald, Chicago. Acct. Exec.: E. F. Hascall. McConnell, Eastman & Co., Ltd., Toronto (Canadian).

PERFECTFORM Corp., 152 Madison Ave., New York 16, ladies slips. Adv. Exec.: M. B. Desreau. Agency: Lane Adv. Agency, N. Y.

PERFECTION BISCUIT Co., 250 Pearl, Fort Wayne 1, Ind., biscuits, crackers, bread and cake. Adv. Exec.: J. S. Littlejohn. Agency: Wayne A. A., Ft. Wayne.

PERFEX MANUFACTURING Co., Shenandoah, Iowa, cleaner, liquid starch, hand dish washing prep., dairy cleaner and safety bleach, cleansers, etc. Adv. Exec.: K. C. Titus. Agency: Buchanan-Thomas Adv. Co., Omaha, Nebr. Acct. Exec.: Adam Reinemund.

PERM-ASEPTIC Corp., 432 Waverly Ave., Mamaroneck, N. Y., antiseptics, germicides. moth proofing. Adv. Exec.: L. J. Rampel.

PERSONNA BLADE Co., 43 W. 57th, New York 19, razor blades. Adv. Exec.: M. G. Kushell. Agency: J. D. Tarcher & Co., N. Y.

PET DAIRY PRODUCTS Co., 303 W. Walnut, Johnson City, Tenn., ice cream, dairy products. Adv. Exec.: L. A. Ballew. Agency: Robert E. Clarke & Assoc., Miami, Fla. Acct. Exec.: George I. Clarke.

PET MILK SALES Corp., 808 Olive, St. Louis 1, Mo., milk. Adv. Exec.: C. J. Hibbard. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Henry O. Whiteside.

PETER PAN FOUNDATIONS, 312 5th Ave., New York 1, bras. Adv. Exec.: Phyllis Schwartz. Agency: Ben Sackheim Inc., N. Y. Acct. Exec.: Ezra Millstein.

PETER PAUL Inc., New Haven Rd., Naugatuck, Conn., Mounds, Almond Joy, Walnettos, Chocolettos, Coconettos. Adv. Exec.: Elliott Plowe. Agency: Maxon Inc., New York. Acct. Exec.: Robert R. Ferry.

PETERS BRANCH, International Shoe Co., 1505 Wash Ave., St. Louis. Adv. Exec.: L. C. Hoppe. Agencies: Henri, Hurst & McDonald, Chicago. Russell C. Comer Co., Kansas City, Mo. Westheimer & Co., St. Louis. Direct (Dealer Co-oper. Adv.)

PETRI WINE Co., San Francisco 7, wines, vermouth and brandy. Adv. Exec.: Hugh D. Smith. Agency: Young & Rubicam, S. F. Acct. Exec.: Winton R. Smith.

PFEIFFER BREWING Co., 3740 Bellevue Ave., Detroit, beer. Adv. Exec.: William I. Brown. N. S. D-C. Agency: Maxon Inc., Detroit. Acct. Exec.: William Laurie.

PHARMACO, Galloping Hill Road, Kenilworth, N. J., Feen-a-Mint. Adv. Exec.: Alan Brown. S. Agency: Doherty, Clifford & Shenfield, N. Y. Acct. Exec.: Robert Hayes.

PHARMA-CRAFT Corp., Inc., 405 Lexington Ave., New York 17, deodorant cream and bath cream, skin cream. Adv. Exec.: Henry A. Shull. Agencies: J. Walter Thompson Co., N. Y. McCann-Erickson, N. Y. Ruthrauff & Ryan, N. Y.

PHILADELPHIA DAIRY PRODUCTS Co., 4th & Poplar, Philadelphia 23, Pa., ice cream and milk. Adv. Exec.: J. H. Meehan. Agencies: Adrian Bauer Adv. Agency, Philadelphia. (Acct. Exec.: Alan Tripp.) & Scheck Adv. Agency, Newark, N. J.

PHILCO Corp., Tioga & C Sts., Philadelphia 34, Pa., radio, TV receivers, equipment and household appliances. Adv. Exec.: John F. Gilligan. Agency: Hutchins Adv. Co., Philadelphia.

DR. P. PHILLIPS CANNING Co., 60 W. Robinson Ave., Orlando, Fla., juices. Adv. Exec.: R. D. Robinson. Agency: David H. Obermeyer Adv. Counsel, Orlando.

CHAS. H. PHILLIPS Co., Div of Sterling Drug Inc., 1450 Broadway, New York 18, Phillips Milk of Magnesia, Bablets, tooth paste, tooth powder, face creams, Haley's M. O., Energine cleaning fluid, lighter fluid and shoe white. Adv. Exec.: Hubbard D. Nitchie Jr. Agencies: Thompson-Koch Co., N. Y. Dancer-Fitzgerald-Sample, N. Y (Radio).

PHILLIPS-JONES Corp., 1225 Broadway, New York 1, men's shirts, sport shirts, pajamas, neckwear, collars. Adv. Exec.: Robt. J. Mohr. Agency: Grey Advertising Agency, N. Y. Acct. Exec.: Ted Kaufman.

PHILLIPS PACKING Co., Cambridge, Md., soups, vegetables, meat products and specialties. Adv. Exec.: Theodore Phillips. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: A. K. Aitkin.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., gasoline and motor oil. Adv. Exec.: O. E. Bettis. Agency: Lambert & Feasley, New York. Acct. Exec.: Frank Mace.

PICTSWEET FOODS, Mt. Vernon, Wash., canned peas, corn and frozen foods. Adv. Exec.: E. J. Watson. Agency: Brisacher, Wheeler & Staff, San Francisco, Calif. Acct. Exec.: Franklin C. Wheeler.

PIEDMONT APPLE PRODUCTS Co., S. 1st St., Charlottesville, Va. (Sub. of Inland Service Corp.), wine. Adv. Exec.: D. M. Rothwell. Agency: Adv. Inc., Richmond, Va.

PIEL BROS., 315 Liberty Ave., Brooklyn 7, N. Y., Piel's beer. Adv. Exec.: R. J. Pfeiffer. Agency: Kenyon & Eckhardt, New York.

PILLSBURY MILLS, Pillsbury Bldg., Minneapolis 2, Minn., Pillsbury's Best flour, Sno Sheen cake flour, cereals, mixes, farina. Adv. Exec.: Robert J. Keith. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Joe Greeley. Vance Pidgeon & Associates, Minneapolis, Minn. Acct. Exec.: Allen Royce.

PILOT RADIO Corp., 37-06 36th, Long Island City 1, N. Y., TV, FM receivers and equipment. Adv. Exec.: Jerry Hart. Agency: Alfred Paul Berger Co., N. Y.

PILSENER BREWING Co., N. Cedar & Diamond Ave., Hazelton, Pa. Adv. Exec.: George P. Weaver.

PILSENER BREWING Co., Clark Ave. & W. 65th, Cleveland 2, Ohio., P. O. C. beer. Adv. Exec.: Geo. S. Carter. Agency: Meldrum & Fewsmith, Cleveland.

PINE BROS., Inc., 140 N. 8th, Philadelphia 7, (Sub. of Life Savers, Inc., Port Chester, N. Y.), glycerine throat tablets. Adv. Exec.: R. G. Cornelius. Agency: McKee & Albright, Philadelphia.

PINEX Co., 123 W. Columbia, Fort Wayne 2, Ind., cough remedy. Adv. Exec.: John H. Noll. Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: Harry Goldsmith.

LYDIA E. PINKHAM MEDICINE Co., 271 Western Ave., Lynn Mass., vegetable compound. Adv. Exec.: Chas. H. Pinkham. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: P. Wesley Combs.

PIONEER AIRLINES Inc., Love Field, Dallas 9. Adv. Exec.: Harding L. Lawrence. Agency: Rogers & Smith Adv., Dallas. Acct. Exec.: Dave McConnell.

PIONEER ICE CREAM—Div. of Borden Co., 205 E. 24th, New York 10, ice cream. Adv. Exec.: H. J. Dirkes. Agencies: Doherty, Clifford & Shenfield, N. Y. (Acct. Exec.: Joel Jacobs.) & Young & Rubicam, N. Y.

PIONEER SOAP Co., 18 & Carolina, San Francisco 10, Calif., soap. Adv. Exec.: Howard Bernhard. Agency: Rhodes & Davis, S. F.

PIPES BY LEE Inc., 320 E. 95th, New York 28, smoking pipes. Adv. Exec.: Lee H. Singer. Agency: Donahue & Coe, N. Y.

PITTSBURGH BREWING Co., 3340 Liberty Ave., Pittsburgh 1. Adv. Exec.: Herman A. Straub. Agency: Smith, Taylor & Jenkins, Pittsburgh. Acct. Exec.: R. P. Taylor.

PITTSBURGH WATER HEATER Co., 193 Chartiers Ave., Pittsburgh, gas and water heaters. Adv. Exec.: Vernon C. Neal. Agency: James A. Stewart Co., Carnegie, Pa.

PH. H. POSTEL'S MILLING Co., 2 W. Main, Mascoutah, Ill., Elegant feeds. Adv. Exec.: A. S. Lee. Agency: Warner & Associates, St. Louis.

PLANTABBS Corp., 1105 Maryland Ave., Baltimore, Md., Fulton's Plantabbs. Adv. Exec.: D. H. Fulton Jr. S. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

PLANTERS NUT & CHOCOLATE Co., 632 S. Main, Wilkes-Barre, Pa., Planters salted peanuts and Hi Hat peanut cooking oil. Adv. Exec.: M. Peruzzi. Agencies: Goodkind, Joice & Morgan, Chicago. (eastern adv). Raymond R. Morgan Co., Hollywood, Cal. (Pacific Coast adv.).

PLARACOT Corp., 228 W. 63rd, Chicago 21, towels and cloths.

PLASTI-GLO MFG. Co., 1932 W. Irving Park, Chicago 13, Ill., drapery hardware. Adv. Exec.: I. T. Ziemans.

PLOUGH Inc., 3022 Jackson Ave., Memphis, Tenn, aspirin, family medicines, beauty preparations, oil, skin cream, cement, complexion soap. Adv. Exec.: Frank G. Morris. Agencies: Lake-Spiro-Shurman Inc., Memphis. Acct. Exec.: Avron Spiro. Export Adv. Agency, Chicago (Export).

PLYMOUTH MOTOR Corp., Div. of Chrysler Corp., 6334 Lynch Rd., Detroit 31, Mich., passenger and commercial motor vehicles. Adv. Exec.: H. B. Heberling. Agency: N. W. Ayer & Son, Phila.

H. & S. POGUE Co., 4th & Race, Cincinnati 1, Ohio, general merchandise. Adv. Exec.: Mrs. Olive Cooper. Agency: Douglas D. Simon Adv. Inc., N. Y. Acct. Exec.: Chas. Sandak.

POLLAK INDUSTRIES Corp., 612 Ludington, Escanaba, Mich., woodenware. Adv. Exec.: Fred Pollak. Agency: W. B. Doner & Co., Detroit. Acct. Exec.: Charles F. Rosen.

LEO POLLOCK Co., 139 Duane, New York 13, Polly Christmas Tree Lights. Adv. Exec.: Leo Pollock. Agency: Walter J. Gallagher Advertising, N. Y.

POMPEIAN OLIVE OIL Corp., 4201 Pulaski Highway, Baltimore 24, Md., olive oil. Adv. Exec.: Frank Masterson. Agency: Joseph Katz Co., Baltimore.

A. H. POND Co., 120 E. Washington, Syracuse 2, N. Y., Keepsake diamond rings. Adv. Exec.: Albert W. Doolittle. Agency: Flack A. A., Syracuse, N. Y. Acct. Exec.: J. B. Flack.

POND'S EXTRACT Co., Export Ltd., 60 Hudson, New York 13, N. Y., vanishing and cold creams, skins freshener and cleansing tissues, liquefying cream and face powder, Pond's Lotion, Dry Skin Cream and hand cream. Adv. Exec.: P. P. Isaza. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: Howard Henderson. (U. S., Canada and Export).

PORTWOOD Co., 855 6th Ave., New York 1, postage stamps for collectors. Agency: Lampert Agency, N. Y.

POTATO PRODUCTS Corp., East Grand Forks, Minn., potato chips, flour and shoestring potatoes. Adv. Exec.: Elmer Osking. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: C. Wendell Muench.

PRENTICE-HALL Inc., 70 Fifth Ave., New York, books. Adv. Exec.: Stanley M. Brown.

PREPARED PRODUCTS Co., 474 S. Arroyo Parkway, Pasadena 1, Calif., Dixie Fry flour. Adv. Exec.: Walter W. Taylor. Agency: Dan B. Miner Co., Los Angeles, Cal. Acct. Exec.: Andrew D. Carpenter.

PRESSMASTER Co., 1430 N. Serrano Ave., Hollywood 27, Cal., personal electric presser. Adv. Exec.: Page Sowers. Agency: Macauley Co., 1121 S. Hill, Los Angeles. Acct. Exec.: Norman J. Boroughs.

PRESTO BEVERAGE Corp., 834 Sterling Pl., Brooklyn 16, N. Y., Presto Beverage Powder. Adv. Exec.: Howard B. Reiffel.

PREST-O-LITE BATTERY Co. Inc., Toledo 1, Ohio (Sub. of Electric Auto-Lite Co.), storage batteries for autos, trucks, buses, Diesels, tractors, radio and lightplants. Adv. Exec.: J. A. Minch. Agencies: Ruthrauff & Ryan Inc., Detroit. National Export Adv. Service Inc., N. Y.

PRIM PRODUCTS Co., 457 Stuart, Boston 16, Mass., plastic starch. Adv. Exec.: Alonzo J. Shadman. Agency: Copley Adv. Agency, Boston. Acct. Exec.: A. J. Cucchiara.

PRIMA-BISMARCK BREWING Co., 2762 S. Archer Ave., Chicago 8, Ill., malt beverages. Adv. Exec.: Ralph A. Heller. Agency: Newby & Peron, Inc., Chicago.

PRINCE MATCHABELLI Inc., 711 Fifth Ave., New York 22, perfumes and cosmetics. Adv. Exec.: Owen Stoner. Agency: Morse International, N. Y.

PRINCESS PAT Ltd., 2709 S. Wells, Chicago 16, Ill. (Sub. Lucille Young), beauty preparations. Adv. Exec.: Patricia Gordon. Agency: Fremont Adv. Agency, Inc., Chicago.

PROCTER & GAMBLE Co., 6th & Main, Cincinnati 1, Ohio, Ivory Flakes, Ivory Snow, Duz, Oxydol, Tide, Cheer, American Family Soaps and Flakes, Dreft, Joy, Spic and Span, Chipso, Bonus, Dash, P&G White Naphtha Soaps. Adv. Exec.: W. R. Chase. Agencies: Compton Adv., N. Y. (Acct. Exec.: Robert Holbrook), Ivory Soap, Ivory Flakes, Duz, Bonus, Granulated Package Soap; Pedlar & Ryan, N. Y. (Acct. Exec.: T. L. L. Ryan)—Dash; Dancer-Fitzgerald-Sample, Inc., N. Y. (Acct. Exec.: C. L. Fitzgerald), Dreft & Oxydol; Biow Co., N. Y. (Acct. Exec.: Milton Biow), Spic and Span, Joy Liquid Detergent; Benton & Bowles, N. Y. (Acct. Exec.: A. W. Hobler), Ivory Snow, P&G White Naphtha Soap, Chipso, Tide; Young & Rubicam, N. Y. (Acct. Exec.: Frank Fagan), Cheer. H. W. Kastor & Sons Adv. Co., Chicago, (Acct. Exec.: H. Kastor), American Family Soap & Flakes. Russel M. Seeds Co., Chicago. (Producer Red Skelton Program). Leo Burnett Co., Chicago, Ill. (Development Special Adv. Project).

PROGRESS BREWING Co., Box 1026, Oklahoma City 1, Okla., Progress beer. Adv. Exec.: M. F. Dykema. Agency: George Knox Adv., Oklahoma City. Acct. Exec.: Geo. Knox.

PROTO TOOLS, 2209 Santa Fe Ave., Los Angeles 54, Calif., Hand Tools. Adv. Exec.: Clifford Faust. Agency: Willard G. Gregory & Co., Los Angeles. Acct. Exec.: E. T. Johnson.

PRUDENCE FOODS, 188 State, Boston 9, Mass., Corned Beef Hash. Adv. Exec.: H. D. Carter. Agency: Chambers & Wiswell, Boston. Acct. Exec.: Charles F. Hutchinson.

PRUDENTIAL INSURANCE CO. OF AMERICA (The), Prudential Bldg., Newark 1, N. J. Adv. Exec.: G. E. Potter. Agencies: Calkins & Holden, Carlock, McClinton & Smith, N. Y. Calkins & Holden, Carlock, McClinton & Smith, L. A. (Western Adv.). Harry E. Foster Adv., Toronto.

JOHN PUHL PRODUCTS Co., 5900 W. 51st, Chicago 38, Ill. (sub. of Sterling Drug Co.), Ammonia & Bluing, laundry bleach. Adv. Exec.: Stanley H. Kord. Agency: Roche, Williams & Cleary, Chicago. Acct. Exec.: Edwin C. Olson.

PURE OIL Co., 35 E. Wacker Dr., Chicago 1, Ill., motor oil, gasoline, industrial lubricants, Pure tires, Pure batteries and accessories. Adv. Exec.: F. H. Marling. Agency: Leo Burnett Co. Inc., Chicago. Acct. Exec.: Paul Harper.

PUREPAC Corp., 503-519 E. 72nd, New York 21, N. Y. Drugs & Insecticides. Adv. Exec.: Arthur J. Kinsman. Agency: Kent Adv., N. Y. (Radio) Acct. Exec.: H. E. Jordan.

PUREX Corp., 9300 Rayo Ave., South Gate, Cal., bleach, bowl clean & drain opener & Trend Detergent, News Detergent. Adv. Exec.: R. G. Hawley. Agency: Foote, Cone & Belding, Los Angeles. Acct. Execs.: Chester Hess, George Belsey.

PURITAN MILLS, 52 Mangum, N. W., Atlanta, flour. Adv. Exec.: Edward Brenner. Agency: Liller, Neal & Battle Adv. Agency, Atlanta.

PURITAN SALES Co., 916-932 Ashby, N. W., Atlanta 3, Ga., Drier-Outer & Mois'N-Air. Adv. Exec.: Ira Schneid. Agency: Norman Frankel Adv., Atlanta, Ga.

PURITAN WINE Co., Boston, Mass., wine. Adv. Exec.: Samuel Berkman. Agency: David Malkiel Adv. Agency, Boston. Acct. Exec.: David Malkiel.

PURITY BAKERIES Corp., 919 No. Michigan Ave., Chicago 11, Ill., bread and cakes. Adv. Exec.: T. R. Weber. Agency: Young & Rubicam Inc., Chicago.

PURITY BISCUIT Co., Fifth South at Fourth West, Salt Lake City, Utah, crackers and cookies. Adv. Exec.: Howard J. Tracy. Agency: Gillham Adv. Agency Inc., Salt Lake City. Acct. Exec.: M. C. Nelson.

PYROIL Co., 122 Main, La Crosse, Wis., lubricants. Adv. Exec.: T. B. Gantenbein. Agencies: Van Hecker Inc., Chicago. Acct. Exec.: C. E. Van Hecker. Central Purchasing Agency, Toronto. (Canadian)

Q

QUAKER CITY CHOCOLATE AND CONFECTIONERY Co., 2140 Germantown Ave., Philadelphia 22, Pa., Good & Plenty licorice flavored candy. Adv. Exec.: Lester G. Rosskam. Agency: Adrian Bauer Adv., Philadelphia. Acct. Exec.: Alan R. Tripp.

QUAKER MFG. Co., 223 W. Erie. Chicago, oil and gas heaters. Adv. Exec.: O. J. Long. Agency: Cruttenden & Eger Adv., Chicago. Acct. Exec.: Harley B. Hobbs.

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N Network, S Spot, R Regional

(Continued)

THE QUAKER OATS Co., 345 Merchandise Mart, Chicago 54, Ill., Quick Quaker Oats, Quaker Oats, Quick Mother's Oats, Mother's Oats, Mother's Oats with China, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies, New Pettijohn's, Quaker Milk Macaroni and Spaghetti, Aunt Jemima Pancake and Buckwheat Flours, Muffets, Shredded Wheat Biscuits, Ful-O-Pep, Live Stock & Poultry Feeds, Quaker Corn Meal and Pack-O-Ten. Adv. Exec.: Donald B. Douglas. Agencies: Sherman & Marquette, Chicago. Price, Robinson & Frank, Chicago. Acct. Exec.: Robert Everett. Ruthrauff & Ryan, Chicago. Gar W. Yates Adv., Chicago. Needham, Louis & Brorby, Chicago. National Export Adv. Service, N. Y. Spitzer & Mills Ltd., Toronto, Ont.

QUALITY BISCUIT Co., 1512 W. Pierce, Milwaukee 4, Wis., crackers and cookies. Adv. Exec.: Fred W. Krause. Agency: Hoffman & York Inc., Milwaukee.

QUALITY MACARONI Co., 352 Wacouta, St. Paul 1, Minn., macaroni and spaghetti. Adv. Exec.: Maurice Ryan. Agency: Bozell & Jacobs Inc., Minneapolis.

QUEEN CITY BREWING Co., Cumberland, Md., beer. Adv. Exec.: James W. Bishop. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: Gordon Manchester.

QUEEN CUTLERY Co., 200 Madison Ave., New York 16, N. Y., Queen Cutlery. Adv. Exec.: Edward Conlin. Agency: Gotham Adv. Agency, N. Y. Acct. Exec.: Arthur A. Kron.

QUEEN STOVE WORKS Inc., 902-910 Marshall St., Alberta Lea, Minn., Superflame heating equipment and Superfan Blowers. Adv. Exec.: R. D. Putman. S. D-C. Agency: Dwyer & Devoy, Minneapolis. Acct. Exec.: E. H. Devoy.

K. J. QUINN & Co., 481 Chelsea, East Boston 28, Mass., shoe polish and pastes. Adv. Exec.: Mrs. Paul J. Dorr. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: Robert F. O'Brien.

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THE RABIN Co., 4800-10 De Kalb Ave., Los Angeles 58, Cal., Hollywood, extra cold cream. Adv. Exec.: Bruce W. Rabin. Agency: Mayers Co., L. A. Acct. Exec.: Henry Mayers.

RADIATOR VALVE COMPANY OF AMERICA, 428 S. 52nd St., Philadelphia, steam-heat master valves. Adv. Exec.: Nathan Feldstern. Agency: Lee Ramsdell & Co., Philadelphia. Acct. Exec.: Gerald F. Selinger.

RADIO AND TELEVISION Div., SYLVANIA ELECTRIC PRODUCTS Inc., 254 Rano St., Buffalo, N. Y., television receivers, table radios and clock radios. Adv. Exec.: William D. Stroben. N. D-C. Agency: Roy S. Durstine Inc., N. Y. Acct. Exec.: James Smyth.

RADIO WIRE TELEVISION Inc., 100 6th Ave., New York 13, N. Y., radio receivers, TV receivers and equipment. Adv. Exec.: I. J. Frisch. Agency: Reiss Adv., N. Y.

RAINIER BREWING Co., 1550 Bryant, San Francisco, Calif., Rainier Beer, Ale and Stout. Adv. Exec.: John H. Humphrey. Agency: Brisacher, Wheeler & Staff, S. F. Acct. Exec.: F. C. Wheeler.

RALSTON PURINA Co., 835 S. Eighth St., St. Louis, Mo., cereal and feed. Adv. Exec.: G. M. Philpott. S. Agencies: Gardner Adv., St. Louis. Brown Radio Productions, St. Louis. Acct. Exec.: S. W. Brown. James Fisher Co., Toronto.

RANGER JOE Inc., Chester, Pa., honey flavored popped wheat. Adv. Exec.: M. Berger. Agency: Lamb & Keen Inc., Philadelphia.

RAPINWAX PAPER Co., 150 26th Ave., S. E., Minneapolis 14, Minn., Rapinwax. Adv. Exec.: Nell E. Merrill. Agency: Ewell & Thurber Assoc., Chicago.

THE RATH PACKING Co., Waterloo, Iowa, food products. Adv. Exec.: J. A. Muth. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.

RAY OIL BURNER Co., 401 Bernal Ave., San Francisco, gas, oil and water heaters and furnaces. Adv. Exec.: George A. Martin. Agency: Alport & O'Rourke Adv., S. F. Acct. Exec.: John J. O'Rourke.

RAYTHEON MANUFACTURING Co., Waltham 54, Mass., commercial, electrical and electronic products. Adv. Exec.: Charles J. Olson. Agencies: Walter B. Snow & Staff Inc., Boston & Sutherland-Abbott, Boston.

RCA VICTOR DIV. OF RADIO CORPORATION OF AMERICA, Front & Cooper, Camden, N. J., records, phonograph needles and accessories, victrola phonographs and radio-phonograph combinations, RCA Victor 45-rpm instruments and records. Adv. Exec.: J. P. Taylor. Agency: J. Walter Thompson Co., N. Y.

READERS DIGEST Assn. Inc., Pleasantville, N. Y., The Readers Digest. Adv. Exec.: Frank Herbert. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. Acct. Exec.: Sam Harned.

REAL GOLD CITRUS PRODUCTS, Brookside at Grant, Redlands, Calif., frozen fruit juices and citrus oils. Adv. Exec.: Willis H. Parker. Agency: J. Walter Thompson Co., Los Angeles.

RE-CLEAN Corp., 350 5th Ave., New York 1, N. Y., home dry cleaner. Adv. Exec.: Pat Ricia. Agency: Cayton Inc., N. Y. Acct. Exec.: W. D. Cayton.

REDDI-WIP Inc., 4205 Forrest Park Blvd., St. Louis 8, Mo., cream. Adv. Exec.: Edward Thiele. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Jack Lythe.

RED STAR YEAST & PRODUCTS Co., 221 E. Buffalo St., Milwaukee, Wis., Red Star Yeast. Adv. Exec.: J. A. Kirkman Jr. Agency: Ellington & Co., N. Y. Acct. Exec.: T. S. Strong.

RED TOP BREWING Co., 1747 Central Ave., Cincinnati, O., Red Top and Barbarossa Beer. Adv. Exec.: Louis Ullman. Agency: Ruthrauff & Ryan, Cincinnati.

RED WAGON PRODUCTS Inc., 125 No. 9th, Minneapolis 3, Minn., Red Wagon Popcorn.

REED & BARTON, 144 W. Britannia, Taunton, Mass., silverware. Adv. Exec.: William T. Hurley Jr. Agency: Badger, Browning & Parcher, Boston. Acct. Exec.: C. P. Parcher.

REED CANDY Co., 1245 Fletcher, Chicago, Ill., candy. Adv. Exec.: Wallace H. Shape. Agency: Grant Adv., Chicago.

REEVES SOUNDCRAFT Corp., 10 E. 52nd, New York 22, N. Y., TV picture tubes, and transcription equipment. Adv. Exec.: David O. S. Ruark. Agency: Hilton & Riggio Inc., N. Y. Acct. Exec.: Robert Stivers.

REID MURDOCH DIV. OF CONSOLIDATED GROCERS Corp., 325 N. La Salle, Chicago 10, Ill., Monarch Finer Foods. Adv. Exec.: J. H. Naylor. Agencies: Weiss & Geller Inc., Chicago. Irwin Vladimir & Co. of Illinois Inc., Chicago.

ROSE MARIE REID, 5200 W. Century Blvd., Los Angeles, Calif., swimsuits. Adv. Exec.: Alicia Kay Smith. N. Agency: Murray, Dymock, Carson Inc., L. A. Acct. Exec.: Ralph Carson.

REGAL-AMBER BREWING Co., 3250 20th, San Francisco 10, Calif., Regal Pale Beer. Adv. Exec.: Edward Gunderson. Agency: Abbott Kimball Co., S. F. Acct. Exec.: Alfred Ducato.

REGAL FLOORCOVERING Inc., 152 No. Main, Fall River, Mass., linoleum. Adv. Exec.: Murray H. Trinkle. Agency: Bo Bernstein & Co., Providence.

REGENT INDUSTRY, 673 N. Wells, Chicago, Ill., Arthur Godfrey Ukulele. Adv. Exec.: Jack Feinstein. Agency: W. B. Doner & Co., Chicago.

REGINA FURNITURE Co., 475 Atlantic Ave., Brooklyn, N. Y., furniture. Adv. Exec.: Fred Luca. Agency: William Wilbur Adv., N. Y. Acct. Exec.: Paul Kasander.

WM. B. REILY & Co., 640 Magazine, New Orleans 9, La., coffee and tea. Adv. Exec.: J. W. Reily. Agency: Walker Saussy-Adv., New Orleans.

REMBRANDT LAMP Corp., 259 E. Erie, Chicago 11, Ill., lamps and shades. Adv. Exec.: Murray R. Lewis. Agency: Harry J. Lazarus & Co., Chicago. Acct. Exec.: Harry J. Lazarus.

REMINGTON RAND Inc., 315 Fourth Ave., New York, business machines, office equipment and supplies and electric shavers. Adv. Exec.: S. H. Ensinger. Agencies: Leeford Adv. Agency Inc., N. Y. Acct. Exec.: David D. Lee, Robert Otto & Assoc. Inc., N. Y.

L. N. RENAULT & Sons, Norfolk Ave. & Agassiz, Egg Harbor City, N. J., wines, champagne, sparkling burgundy and vermouths. Adv. Exec.: Maria Salvato. Agency: H. M. Dittman Adv. Philadelphia.

THE RENNER Co., 203 Pike, Youngstown 2, Ohio., Premium Ale and Beer, Old Oxford Ale and Old German Beer. Adv. Exec.: Dr. S. W. Goldcamp.

RENUZIT HOME PRODUCTS Co., 1724 Chestnut, Philadelphia 3, Pa., Renuzit Dry Cleaner and Spot Remover. Adv. Exec.: Paul G. Pflaumer. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: James Gallagher.

REPUBLIC OIL REFINING Co., Benedum-Trees Bldg., Pittsburgh 22, Pa., gasoline, motor oils, greases and lubricants. Adv. Exec.: D. C. Thompson. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.

REPUBLIC PICTURES Corp., 1740 Broadway, New York 19, N. Y., Motion Pictures. Adv. Exec.: Steve Edwards. Agency: Donohue & Coe Inc., N. Y.

RESISTOL HATS Inc., Garland, Texas, hats. Adv. Exec.: Robert J. Roth Jr. Agency: Tracy-Locke Co. Inc., Dallas. Acct. Exec.: Clay Stephenson.

REVERE CAMERA Co., 320 E. 21st, Chicago 16, Ill., 8 mm and 16mm cameras, projectors and sound equipment and magnetic tape recorder. Adv. Exec.: E. J. McGookin. Agencies: Roche, Williams & Cleary, Chicago. Jones Frankel Co., Chicago. Acct. Exec.: J. Frankel.

REVERE COPPER & BRASS Inc., 230 Park Ave., New York, mill products, Revere Ware Copper Clad Stainless Steel Cooking Utensils. Adv. Exec.: Norman A. Schuele. N. Agency: St. Georges & Keyes Inc., N. Y. Acct. Exec.: Maulbert St. Georges.

REVLON PRODUCTS Corp., 745 Fifth Ave., New York 22, N. Y., cosmetics and toiletries. Adv. Exec.: Hiram Vogel. Agency: Wm. H. Weintraub & Co., N. Y. Acct. Exec.: Norman B. Norman.

REX RESEARCH Corp. 600 Montrose Ave., Toledo 7, Ohio, Fly-Tox and Stockaid. Adv. Exec.: H. J. Halm. Agency: Miller Agency Co., Toledo.

REXALL DRUG Co., Rexall Square—8480 Beverly Blvd., Los Angeles 48, Calif., toiletries, Stag Toiletries (for men), medicines & vitamins: household products, pharmaceuticals, candies, appliances, stationery, rubber & hospital goods and first aid supplies. Adv. Exec.: Cleve W. Carey. Agencies: Batten, Barton, Durstine & Osborn, L. A. Acct. Exec.: Thomas C. Dillon. L. W. Ramsey Adv. Co., Hollywood. Acct. Exec.: W. E. Henderson.

REXALL DRUG Co. Ltd., 68 Broadview Ave., Toronto, Ont. Adv. Exec.: William E. Irwin. N. S. D-C. Agency: Ronalds Adv., Toronto. Acct. Exec.: R. J. Avery.

REXON, Inc., 419 4th Ave., New York 16, N. Y., combination cases and lighters, ash trays. Adv. Exec.: Leon Schwalbe.

R. J. REYNOLDS TOBACCO Co., Winston-Salem 1, N. C., cigarettes and chewing tobacco. Adv. Exec.: W. T. Smither. Agency: Wm. Esty Co., N. Y. Acct. Exec.: William Esty.

RHEEM MANUFACTURING Co., 570 Lexington Ave., New York, water heaters, furnaces and water softeners. Adv. Exec.: R. O. Pallin. S. D-C. Agency: Campbell-Ewald Co., N. Y. Acct. Exec.: Fred Gallagher.

RHODES PHARMACAL Co. Inc., 1814 E. 40th, Cleveland, Ohio, Imdrin. Adv. Exec.: J. Sanford Rose. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter Zivi.

CHAS. W. RICE & Co., Union City, Ind., window shades. Adv. Exec.: P. J. Keck. Agency: Staley Adv., Ft. Wayne.

RICHARDSON Corp., 1069 Lyell Ave., Rochester 3, N. Y., soda, ice cream fruits and syrups. Adv. Exec.: L. J. Cox. Agency: Chas. L. Rumrill & Co., Rochester.

RICHFIELD OIL Corp., of New York, 542 Fifth Ave., New York, Richfield Gasoline, Richlub Motor Oil, lubricants and Richfield Fuel Oil. Adv. Exec.: B. N. Pollak. N. S. D-C. Agency: Morey, Humm & Johnstone Inc., N. Y. Acct. Exec.: L. B. Van Doren.

RICHFIELD OIL Corp., 555 S. Flower, Los Angeles, Calif., petroleum products. Adv. Exec.: Wm. G. King Jr. Agency: Hixon & Jorgensen Inc., L. A.

RICH MAID PRODUCTS Co., 2731 Berkeley Ave., San Bernardino, Calif., Rich Maid Punch and Rancho Beverages. Adv. Exec.: H. A. Castleman.

RICHMOND-CHASE Co., San Jose 7, Calif., Heart's Delight and Juicidrinks juices and beverages. Agency: Brisacher, Wheeler & Staff, San Francisco.

RICH PRODUCTS Corp., 1149 Niagara, Buffalo 13, N. Y., Whip Topping. Adv. Exec.: Robert E. Rich. Agency: Comstock & Co., Buffalo.

RICH'S Inc., Broad, S. W., Atlanta 1, Ga., department store. Adv. Exec.: Richard H. Rich.

RIDD LABORATORIES Inc., Edmonds, Wash., iodine products, fungicide and germicide. Adv. Exec.: Ralph E. Gillette. Agency: Advertising Counselors Inc., Seattle.

RIECK-MCJUNKIN DAIRY Co., Forbes & Stevenson, Pittsburgh 19, Pa., dairy products. Adv. Exec.: Paul Patterson. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Acct. Exec.: William Geisinger.

JACOB RIES BOTTLING WORKS Inc., 112 W. Third, Shakopee, Minn., Rock Spring Water and Beverages. Adv. Exec.: William Ries. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: William G. White.

RIGGIO TOBACCO Corp., 360 Furman, Brooklyn 2, N. Y., cigarettes and tobaccos. Adv. Exec.: Frank V. Riggio. Agency: Brooke, Smith, French & Dorrance, N. Y.

RINGLING BROS. AND BARNUM & BAILEY CIRCUS, Winter Quarters at Sarasota, Fla., Chicago offices at 139 N. Clark St. Radio Adv. Exec.: William B. Antes.

RIT PRODUCTS CORP., 1 E. 43rd New York, food products and brushless shaving cream. Adv. Exec.: P. H. Schatz. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: Vincent R. Bliss.

P. J. RITTER Co., Quality Lane, Bridgeton, N. J., catsup, pork and beans and chili sauce relish. Adv. Exec.: Paul J. Ritter. Agency: Lamb & Keen, Philadelphia.

RIVAL PACKING Co., 4500 S. Tripp Ave., Chicago, Ill., dog foods. Adv. Exec.: Harry L. Gadau. Agency: Charles Silver & Co., Chicago. Acct. Exec.: B. R. Solomon.

RKO RADIO PICTURES, Inc., 1270 Ave. of Americas, New York 26, N. Y., Subsidiary of R.K.O. Pictures Corp., motion pictures. Adv. Exec.: S. Barret McCormick. Agency: Foote, Cone & Belding, N. Y.

ROBB-ROSS Co., Sioux City, Iowa, pancake flour.

ANATOLE ROBBINS Inc., 5533 Sunset Blvd., Hollywood, Calif., cosmetics. Adv. Exec.: Roslyn Robbins.

ROBERTS-GORDON APPLIANCE Co., 44 Central Ave., Buffalo, burners and heating equipment. Adv. Exec.: L. C. Smyth. Agency: Landsheft Inc., Buffalo. Acct. Exec.: H. L. Barber.

ROCHESTER BREWING Co., 770 Emerson, Rochester 13, N. Y., Old Topper Ale and Beer. Adv. Exec.: Clement Metzger. Agency: Ed. Wolff & Assoc., Rochester. Acct. Executives: Ed. Wolff and Alfred G. Scheible.

ROCKWOOD & Co., 88 Washington Ave,. Brooklyn 5, N. Y., Chocolate and Cocoa Products. Adv. Exec.: H. A. Hamlin. Agency: Platt-Forbes Inc., N. Y. Acct. Exec.: William S. Walker.

I. ROKEACH & SONS, Inc., 240-48 Wythe Ave., Brooklyn 11, N. Y., grocery specialties. Adv. Exec.: Leo Rokeach. Agency: Keilson Co., N. Y. Acct. Exec.: Jacob F. Keilson.

ROMAN CLEANSER Co., 2700 E. McNichols Rd., Detroit 12, Mich., cleanser. Adv. Exec.: Paul J. Riccardi. Agency: Gleason Adv., Detroit. Acct. Exec.: Ann I. Gleason.

ROMAN MEAL Co., 2101 So. Tacoma Way, Tacoma 1, Wash., pie crust. Adv. Exec.: William P. Matthaei. Agency: Guild, Bascom & Bonfigli, San Francisco. Acct. Exec.: Walter Guild.

RONSON ART METAL WORKS Inc., 1 Aronson Square, Newark, N. J., cigarette lighters and accessories. Adv. Exec.: Alfred R. Nathan. Radio Adv. Exec.: Herbert M. Stein. N. Agency: Grey Adv., N. Y. Acct. Exec.: Herbert Strauss.

THE E. W. ROSE COMPANY, 1750 East 27th, Cleveland 14, Ohio, liquid and ointment. Adv. Exec.: E. W. Rose. Agency: Erwin, Wasey & Co., N. Y. Acct. Exec.: George E. Wasey.

ROSEFIELD PACKING Co., 1916 Webster, Alameda, Calif., Skippy Peanut Butter. Adv. Exec.: J. M. Rosefield. Agency: Guild Bascom & Bonfigli, San Francisco.

THE MARTIN ROSENBERGER WALL PAPER Co., 31 E. 4th, Cincinnati 2, Ohio, wallpaper. Adv. Exec.: Henry W. Stix. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: G. A. Honold.

ROYAL, BARRY-CARTER MILLS Inc., 145 1st St., No., Nashville 3, Tenn., flour and feeds. Adv. Exec.: W. T. York. Agency: James F. Simons Co., Nashville.

ROYAL HOME PRODUCTS Inc., 1127 Richmond, Cincinnati 3, Ohio, Zanol. Adv. Exec.: J. R. Weaver. Agency: E. H. Brown Adv., Chicago.

THE ROYAL LACE PAPER WORKS Inc., 99 Gold, Brooklyn, N. Y., paper shelving and paper doilies. Adv. Exec.: H. B. Smith. Agency: Kiesewetter Assoc., N. Y.

THE ROYCE CHEMICAL Co., Carlton Ave., Carlton Hill, N. J., textile chemicals and household cleaner. Adv. Exec.: Howard C. Royce. Agencies: O. S. Tyson & Co., N. Y. Acct. Exec.: Richard Morrison. Samuel Croot Co., N. Y.

HELENA RUBINSTEIN Inc., 655 Fifth Ave., New York, beauty preparations. Adv. Exec.: Sara Fox. Agency: Hewitt, Ogilvy, Benson & Mather Inc., N. Y.

RUBSAM & HORRMAN BREWING Co., 191 Canal St., Staten Island 4, N. Y., R & H Beer and Ale. Adv. Exec.: Robt. G. Hazelton. Agency: Paris & Peart, N. Y. Acct. Exec.: Remus Harris.

RUBY FOO'S PRODUCTS Inc., 180 Empire Blvd., Brooklyn, N. Y., chow mein, rice, noodles and soy sauce. Adv. Exec.: Daniel J. Papp. Agency: Manhattan Adv., N. Y.

RUM & MAPLE TOBACCO Corp., 100 E. 16th, New York 3, N. Y., tobacco, pipe tobacco. Adv. Exec.: Leonard R. Edwin. Agency: Gelles Adv., N. Y. Acct. Exec.: R. I. Dorfman.

RUMFORD Co., 9 Newman Ave., Rumford, R. I., baking powder, potato pancake mix, and household detergent. Adv. Exec.: Gordon A. Pennmoyer. Agency: James Thomas Chirurg Co. Inc., Boston. Acct. Exec.: Edmund Shea.

JACOB RUPPERT BREWERY, 1639 Third Ave., New York 28, N. Y., beer and ale. Adv. Exec.: J. J. Taylor. Agencies: The Biow Co., N. Y. Acct. Exec.: Lawrence D. Milligan. National Export Adv. Service, N. Y.

RUSHMORE PAPER MILLS Inc., Prospect St., Gouverneur, N. Y., facial tissue, bathroom tissue and napkins. Adv. Exec.: Geo. W. Schildge. Agency: Paris & Peart, N. Y. Acct. Exec.: William Byrne.

F. C. RUSSELL Co., 1100 Chester Ave., Cleveland, Ohio, screens and windows. Adv. Exec.: Paul C. McCormick. Agency: Gibbons-O'Neill Inc., Cleveland. Acct. Exec.: John A. O'Neill.

RYAN CANDY Co., 420 Lexington Ave., New York 17, N. Y. Hopalong Cassidy Candy and Confections. Adv. Exec.: Thomas J. Ryan Jr. Agency: Dowd, Redfield & Johnstone, N. Y. Acct. Exec.: H. L. Tuers.

RUSSELL-MILLER MILLING Co., Midland Bank Bldg., Minneapolis 1, Minn., flours and prepared mixes. Adv. Exec.: J. F. Near. Agency: Campbell-Mithun Inc., Minneapolis.

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SACHS QUALITY STORES Inc., 330 Bruckner Blvd., New York 54, N. Y., furniture. Adv. Exec.: Seymour Fogelson.

SAF-KIL Co., 347 Pipestone, Benton Harbor, Mich., rat bait. Adv. Exec.: Harriet Dean. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: N. J. McMahon.

SAGE LABORATORIES, 53 W. 36th, New York 18, N. Y., sage air refresher. Adv. Exec.: M. Gelfand. Agency: Paris & Peart, N. Y. Acct. Exec.: F. N. McInerney.

HOTEL ST. GEORGE, 51 Clark St., Brooklyn, N. Y. Adv. Exec.: James Klarnet. Agency: E. T. Howard Adv., N. Y. Acct. Exec.: Arthur Lippmann.

SALES AFFILIATES Inc., 192 Lexington Ave., New York 16, N. Y., machineless permanent wave supplies, Lustron Cold Waving supplies, hair coloring products and cosmetics. Adv. Exec.: Jerry D. Kaufman. Agency: Getschal & Richard, N. Y.

SALLY MASON Inc., 255 W. 36th St., New York, blouses and dresses. Adv. Exec.: Nat Mason. S. Crofton Adv., N. Y. Acct. Exec.: G. Goldstein.

SAN ANTONIO BREWING ASSOCIATION, Box 1661, San Antonio 6, Texas. Pearl Beer. Adv. Exec.: Otto A. Koehler Sr. Agency: Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack N. Pitluk.

THE SAN HYGENE UPHOLSTERY Co., 680 Miami, Akron 11, Ohio, furniture. Adv. Exec.: C. A. Reymann. Agency: McDaniel-Fisher & Spelman Co., Akron. Acct. Exec.: William Sexauer.

SANDS, TAYLOR & WOOD Co., 28 Fitchburg, Somerville 43, Mass., flour, coffee and tea. Adv. Exec.: W. E. Sands. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: G. J. Chambers.

SANTA FE VINTAGE Co., 1700 N. Spring, Los Angeles 12, Calif., wines. Adv. Exec.: Thomas Doolittle. Agency: Lockwood-Shackelford Adv., L. A.

SAPO ELIXIR CHEMICAL Co., 800 E. Big Bend Rd., Kirkwood, St. Louis 22, Mo., Sapo Dry Cleaner. Adv. Exec.: Gottlieb Bass. Agency: Wesley K. Nash Co., St. Louis.

SAPOLIO PRODUCTS Co., 439 West, New York 14, Sapolio Powder and Toilet Soap, Ammo Washing Powder and Spotless Town Cleanser. Adv. Exec.: John W. Morgan. Agency: Fisher Rigas & Co., Newark.

SARATOGA SPRINGS AUTHORITY, State Reservation, Saratoga Springs, N. Y., naturally carbonated mineral waters, mineral water baths and recreation. Adv. Exec.: Leon M. Woodworth. Agency: Moser & Cotins Inc., Utica. Acct. Exec.: Arthur S. Cotins.

SAYMAN PRODUCTS Co., 2101 Locust St., St. Louis, Mo., Sayman Vegetable Wonder Soap. Adv. Exec.: A. E. Gribler. S. Agency: Olian Adv., St. Louis. Acct. Exec.: H. A. Thomas.

SCANDINAVIAN COFFEE Corp., 3905 Second Ave., Brooklyn 32, N. Y., coffee. Adv. Exec.: M. E. Thorner.

THE F. & M. SCHAEFER BREWING Co., 430 Kent Ave., Brooklyn 11, N. Y., Schaefer Golden and Schaefer Pale Dry Beer. Adv. Exec.: John T. Morris. Agency: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: John Johns.

A. SCHILLING & Co., 2nd & Folsom, San Francisco 7, Calif., tea, coffee, spices, seasoning salts and extracts. Adv. Exec.: F. V. Harkness. Agency: Beaumont & Hohman Inc., S. F.

JOS SCHLITZ BREWING Co., 235 W. Galena, Milwaukee 1, Wis., Schlitz Beer. Adv. Exec.: T. Rosenak. Agency: Young & Rubicam Inc., Chicago. Acct. Exec.: W. Scott Leonard.

WILLIAM SCHLUDERBERG — T. J. KURDLE Co., 3800 E. Baltimore St., Baltimore, Md., meats and meat products. Adv. Exec.: O. B. Smith. S. Agency: Van Sant, Dugdale Co., Baltimore. Acct. Exec.: Henry Erck.

C. SCHMIDT & SONS Inc., 127 Edward, Philadelphia 23, Pa., Schmidt's Beer and Schmidt's Tiger Head Brand Ale. Adv. Exec.: Frederick H. Schmidt. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

JACOB SCHMIDT BREWING Co., 882 W. 7th, St. Paul 1, Minn., Schmidt's City Club Beer. Adv. Exec.: Edward G. Bremer. Agency: Ruthrauff & Ryan, Chicago.

THE SCHMIDT BREWING Co., 1995 Wilkins, Detroit 7, Mich., Schmidt's Beer and Jolly Ale.

CAROLYN SCHNURER Inc, 87 Ferry, Jersey City, N. J., ladies' sportswear. Adv. Exec.: Joel Kaplan. Agency: Sterling Adv., N. Y. Acct. Exec.: Joel Kaplan.

SCHOENHOFEN EDELWEISS Co., 1926 W. 18th, Chicago 8, Ill., Edelweiss and Ritz Beers, Green River Concentrate and Syrup. Adv. Exec.: August C. Gomer. Agency: Olian Adv., Chicago.

S. A. SCHONBRUNN & Co., 77-83 Water, New York 5, N. Y., coffee. Adv. Exec.: John E. Mazzei. Agencies: Lawrence C. Gumbinner Adv., N. Y. Acct. Exec.: Milton Goodman. Pettinella Adv., N. Y. Acct. Exec.: F. Pettinella.

D. A. SCHULTE Inc., 386 Broadway, New York 13, N. Y., chain retail stores —smokers articles and fashions. Adv. Exec.: Wendell H. Smith. Agency: Lynn Baker Inc., N. Y. Acct. Exec.: Mary Bentley.

SCHULTZ, BAUJAN & Co., Beardstown, Ill., flour, bakery flour and feeds. Adv. Exec.: A. G. Schultz. Agency: Mace Adv., Peoria. Acct. Exec.: J. J. Keith.

F. SCHUMACHER & Co., 60 W. 40th, New York 18, N. Y., drapery, upholstery fabrics, carpets and wallpapers. Adv. Exec.: W. N. Lee. Agency: Lawrence Boles Hicks Inc., N. Y.

SCHUNEMAN'S Inc., 6th & Wabasha Sts., St. Paul 2, Minn., department store. Adv. Exec.: Perry Dotson. Agency: David Inc., St. Paul. Acct. Exec.: Quentin David.

ED SCHUSTER & Co., No. 3rd & West Garfield Ave., Milwaukee, Wis., department stores. Adv. Exec.: Edward Styles. Agency: Cramer-Krasselt Co., Milwaukee, Wis. Acct. Exec.: Jerry Stolzoff.

SCHUTTER CANDY DIV., UNIVERSAL MATCH CORP., 1501 Locust, St. Louis 3, Mo., Old Nick and Bit-O-Honey Candy Bars. Adv. Exec.: John Feinstein. Agencies: Schwimmer & Scott, Chicago. Westheimer & Block, St. Louis. Kaplan & Bruck, N. Y.

SCOPE SALES CORP., 1 Orchard, New York 2, N. Y., ladies specialties. Adv. Exec.: Casper Gabor. Agency: Artwill Co., N. Y.

SCOTT & BOWNE, Bloomfield, N. J. (See Eno-Scott & Bowne, Bloomfield, N. J.)

THE SCOTT & FETZER Co., 11401 Locust Ave., Cleveland 2, Ohio, vacuum cleaners. Adv. Exec.: Arthur F. Greene. Agency: Carr Liggett Adv., Cleveland.

SCRUGGS-VANDERVOORT-BARNEY Inc., 9th & Olive, St. Louis 1, Mo., department store. Adv. Exec.: Frank M. Mayfield. Agencies: Anderson & Cairns, N. Y. Acct. Exec.: Karl Knipe. Abbott Kimball Co., N. Y.

WM. S. SCULL Co., Front & Federal, Camden, N. J., coffee, tea, peanut butter and party peanuts. Adv. Exec.: J. H. Evans. Agency: Lewis & Gilman Inc., Philadelphia.

SEABOARD SEED Co., 701 S. Front St., Philadelphia, Pa., lawn seed. Adv. Exec.: R. S. Applebaum. S. Agency: Leonard Fellman & Assoc., Philadelphia. Acct. Exec.: John Jacobson.

SEA BREEZE LABORATORIES Inc., 122 Meyran Ave., Pittsburgh, Pa., Sea Breeze Antiseptic. Adv. Exec.: John H. Weisbrod. S. Agency: BBDO, Pittsburgh. Acct. Exec.: S. H. Niewenhous Jr.

SEABROOKS FARMS Co., Bridgeton, N. J. Adv. Exec.: William M. Kline. S. D-C. Agency: Hilton & Riggio Inc., N. Y. Acct. Exec.: L. J. Riggio.

SEALTEST Inc., New York. (See National Dairy Products Corp., New York.)

SEALY Inc., 666 Lake Shore Drive., Chicago 11, Ill., furniture. Adv. Exec.: J. R. Lawrence. Agency: Olian Adv., Chicago. Acct. Exec.: Jerome Joss.

SEALY MATTRESS Co., 1047 Florida St., Memphis, Tenn., mattress and dual purpose upholstered furniture. Adv. Exec.: Louis G. Haas. S. D-C. Agency: Lake-Spiro-Shurman Inc., Memphis.

SEARS ROEBUCK & Co., Homan & Arthington, Chicago, Ill., mail order and retail general merchandise. Adv. Exec.: G. W. Cunningham. Agencies: Roche, Williams & Cleary Inc., Chicago. Bisberne Adv. Co. Inc., Chicago. Ruthrauff & Ryan Inc., Chicago.

SEECK & KADE Inc., 440 Washington St., New York, Pertussin. Adv. Exec.: F. E. Loes, Agencies: Erwin, Wasey & Co. Inc., N. Y. Acct. Exec.: Walter Holt. Canadian Adv. Agency Ltd., Montreal.

SEGAL SAFETY RAZOR DIV., SEGAL LOCK & HARDWARE Co., 395 Broadway, New York 13, N. Y., razors, blades. Adv. Exec.: Alfred Chase. Agency: Cayton Inc., N. Y.

SEIBERLING RUBBER Co., Akron, Ohio, tires, tubes, heels and soles, and mats. Adv. Exec.: John Walbeck. Agency: Meldrum & Fewsmith, Cleveland. Acct. Execs.: E. T. Morris and A. Meldrum.

SELZNICK RELEASING ORGANIZATION, New York. (See Vanguard Films Inc., New York.)

R. B. SEMLER Inc., 70 Elm, New Canaan, Conn., hair tonic, shampoo and Kreme Dressing. Adv. Exec.: Jule Gordon. Agency: Erwin, Wasey & Co. Inc., N. Y. Acct. Exec.: P. Wesley Combs.

SERTA ASSOCIATES Inc., 666 Lake Shore Drive, Chicago 11, Ill., beds. Agency: A. Martin Rothbardt Inc.

SERUTAN Co., 290 Jelliffe Ave., Newark 1, N. J., Serutan and Geritol. Adv. Exec.: M. B. Rosenhaus. Agencies: Roy S. Durstine, N. Y. Acct. Exec.: Roy S. Durstine. Street & Finney Inc., N. Y.

SERVEL, Inc., 119 N. Morton Ave., Evansville 20, Ind., gas refrigerator and air conditioners. Adv. Exec.: R. J. Canniff. Agency: Batten, Barton, Durstine & Osborne, N. Y.

SHASTA CASCADE WONDERLAND Assn., Golden Eagle Hotel Bldg., Redding, Calif., tourist promotion agency. Adv. Exec.: John F. Reginato. Agency: Beaumont & Hohman Inc., San Francisco.

THE SHASTA WATER Co., 699 Brannan, San Francisco 7, Calif., Shasta Water and Beverages.

W. A. SHEAFFER PEN Co., 311 Ave. H, Ft. Madison, Iowa, ink pens, ball point pens, desk sets, and lead pencils. Adv. Exec.: Grant F. Olson. Agencies: Russell M. Seeds Co. Inc., Chicago. Acct. Execs.: Geo. Bayard and Harry H. Maus. R. C. Smith & Son Ltd., Toronto.

SHELL OIL Co., 50 West 50th, New York, gasoline, motor oil, lubricants, oils and greases, aviation products, chemical products and all petroleum products. Adv. Exec.: D. C. Marschner. Agency: J. Walter Thompson Co., N. Y. Acct. Exec.: H. M. Stevens.

SHELL OIL Co., 100 Bush, San Francisco, Calif., gasoline, motor oil and other pertroleum products. Adv. Exec.: E. R. Raphael. Agency: J. Walter Thompson Co., S. F. Acct. Exec.: R. A. Mott.

SHERRILL FURNITURE Corp., 201 E. 56th, New York 22, N. Y., furniture. Adv. Exec.: E. Richard Sherrill. Agency: Victor A. Bennett Co., N. Y. Acct. Exec.: Richard E. Forrest.

LOUIS SHERRY Inc., 3030 Northern Blvd., Long Island City 1, N. Y., candy and ice cream.

SHERWIN-WILLIAMS Corp., 101 Prospect Ave., New York, paints. Adv. Exec.: C. F. Toll. Radio Adv. Exec.: L. W. Dashach. S. D-C. Agency: Fuller, Smith & Ross Inc., Cleveland. Acct. Exec.: Herbert Loesch.

SHILLITOS DEPARTMENT STORE, 7th & Race & Shillito Pl., Cincinnati 2, Ohio, department store. Adv. Exec.: Donna Hoover.

SHIRRIFF'S Ltd., 2-24 Matilda St., Toronto, Ont., Canada, Shirriff's Lushus Jelly Powder, Bud Desserts, marmalades and cake mixes. Adv. Exec.: J. Whitehead. N. Agency: Cockfield, Brown & Co., Toronto. Acct. Exec.: R. O. Baker.

SHOE CORPORATION OF AMERICA, 35 N. 4th, Columbus, Ohio, shoes. Adv. Exec.: Clifford Levin. Agencies: Byer & Bowman Adv., Columbus. Acct. Exec.: Gus K. Bowman. Herbert W. Frank Adv., Boston.

SHULTON Inc., 630 Fifth Ave., New York, toiletries and shaving requisites. Adv. Exec.: Elizabeth Shoemaker. Agency: Wesley Assoc., N. Y. Acct. Exec.: Leland G. Wesley.

SHUPTRINE Co., 31 Barnard St., Savannah, Ga., tetterine. Adv. Exec.: F. E. Johnston. S. Agency: Harvey-Massengale Co., Atlanta. Acct. Exec.: R. W. Harvey.

SHWAYDER BROTHERS Inc., 1050 So. Broadway, Denver 9, Colo., luggage, folding tables and folding chairs. Adv. Exec.: Jesse Shwayder. Agency: Grey Adv., N. Y. Acct. Exec.: Ed. Richer.

SICKS' SEATTLE BREWING & MALTING Co., 3100 Airport Way, Seattle 4, Wash., malt beverages. Adv. Exec.: T. H. Sheehan. Agency: Western Agency, Seattle. Acct. Exec.: B. N. Hutchinson.

SIEGLER ENAMEL RANGE Co., Wilson Ave., Centralia, Ill., oil and gas heaters. Adv. Exec.: J. M. Morgan. Agency: Krupnick & Assoc., St. Louis. Acct. Exec.: Harvey Brown.

SIERRA CANDY Co., 2201 3rd, San Francisco 7, Calif., Subsidiary McPhail Candy Corp., packaged candies. Agency: Robert B. Young Adv., S. F.

SIGNAL OIL Co., 811 West 7th, Los Angeles, Calif., gasoline. Adv. Exec.: J. R. Fleming. Agency: Barton A. Stebbins Adv. Agency, L. A. Acct. Exec.: A. R. Gudelman.

SILICONE PRODUCTS CO. OF AMERICA, 7308 Associate Ave., Cleveland 9, Ohio, furniture and auto polish. Adv. Exec.: J. T. O'Brien. Agency: Palm & Patterson, Cleveland. Acct. Exec.: B. W. Wheeler.

SILKIN PAPER Corp., 343 Sansome, San Francisco 19, Calif., paper towels, Silk Brand Toilet Tissue, waxed paper and other paper products. Adv. Exec.: Glen H. Eakin. Agency: Botsford, Constantine & Gardner, S. F. Acct. Exec.: David Botsford Jr.

SIMMONS Co., 230 Park Ave., New York 17, N. Y., furniture. Adv. Exec.: John W. Hubbell. Agency: Young & Rubicam, N. Y. Acct. Exec.: Gardiner Laying.

FRANKLIN SIMON, 414 5th Ave., New York 18, N. Y., wearing apparel. Adv. Exec.: Mrs. Claire Lang. Agency: Hirshon-Garfield, N. Y.

THE WILLIAM SIMON BREWERY, 705 Clinton, Buffalo 10, N. Y., Simon Pure Beer and Old Abbey Ale. Adv. Exec.: Wm. K. Simon. Agency: Baldwin, Bowers & Strachan Inc., Buffalo.

SIMONIZ Co., 2100-20 Indiana Ave., Chicago, Ill., Simoniz and Household Simoniz. Adv. Exec.: W. Gardner Barker. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

SIMPLEX MANUFACTURING Corp., 540 N. Carrolton Ave., New Orleans 19, La., motor-bikes, bicycles, power lawn mowers, stationary gasoline engines and three wheel motorcycles. Adv. Exec.: J. Paul Treen. Agency: Stone-Stevens Inc., New Orleans.

SINCLAIR REFINING CO., 630 Fifth Ave., New York, petroleum products. Adv. Exec.: James J. Delaney. Agency: Morey, Humm & Johnstone Inc., N. Y. Acct. Exec.: Sylvester M. Morey.

SIOUX CITY BREWING Co., W. 1st & Isabella, Sioux City, Iowa, Heidel-Brau Beer. Adv. Exec.: J. E. Miller. Agency: Atlas Adv., Sioux City. Acct. Exec.: Milton Bolstein.

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

SIROIL LABORATORIES Inc., 2034 Broadway, Santa Monica, Calif., Siroil for Blemishes, Exoil for Eczema and Siroil Shampoo. Adv. Exec.: B. K. Kaufman. Agency: Stockwell & Marcuse, Detroit.

SITROUX Inc., 468 Fourth Ave., New York, Sitrue Tissues. Adv. Exec.: Martin R. Simon. S. Agency: Franklin Bruck Adv., N. Y. Acct. Exec.: F. Bruck.

SKELLY OIL Co., 605 W. 47th, Kansas City, Mo., petroleum products and bottled gas. Adv. Exec.: D. B. Barton. Agency: Henri, Hurst & McDonald Inc., Chicago.

SLUMBER PRODUCTS Corp., Box 2847, Memphis 2, Tenn., mattresses. Adv. Exec.: E. C. Haas. Agency: Simon & Gwynn, Memphis.

SMITH BROTHERS, 134 N. Hamilton, Poughkeepsie, N. Y., cough drops and cough syrup. Adv. Exec.: L. M. Shaw. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Acct. Exec.: R. F. Sullivan.

SMITH BROS. MFG. Co., Carthage, Mo., overalls, work pants work shirts and coveralls. Adv. Exec.: J. Homer Mote. Agency: R. J. Potts-Calkins & Holden, Kansas City.

J. ALLEN SMITH & Co., P. O. Box 871, Knoxville 1, Tenn., flour. Adv. Exec.: B. L. Driscoll. Agencies: Tucker Wayne & Co., Atlanta. Acct. Exec.: Tucker Wayne. Edwin C. Huster Co., Knoxville. Acct. Exec.: E. C. Huster.

ROBERT SMITH MFG. Co., 4731 E. 52nd Drive, Los Angeles, Calif., Nylon Dip. Adv. Exec.: Robert Smith. D-C.

J. P. SMITH SHOE Co., 671 N. Sangamon Ave., Chicago, Smith Synchro-Flex Shoes, British Walkers, Hanan Shoes, Tisshoes, Drury Lane Shoes and Cole Haan. Adv. Exec.: Peggy Allardice. D-C. Agency: Price, Robinson & Frank, Chicago. Acct. Exec.: Art Cruttenden.

SOCIETY BRAND CLOTHES Inc., 416 S. Franklin, Chicago 7, Ill., clothes. Adv. Exec.: Dave Blank. Agency: Melamed-Hobbs, Baskin & Livingston, Chicago.

SOCONY-VACUUM OIL Co. Inc., 26 Broadway, New York, gasoline-oil-specialties. Adv. Exec.: Paul Gosman. Agencies: Compton Adv. Inc., N. Y. Cockfield, Brown & Co. Ltd., Montreal.

THE SOIL-OFF Co., 628 Vine, Glendale 4, Calif., paint cleaner. Agency: McCann-Erickson, San Francisco.

SOLVENTOL CHEMICAL PRODUCTS Inc., 15841 Second Blvd., Detroit 3, Mich., cleaning compounds. Adv. Exec.: H. B. Downs.

SONORA RADIO & TELEVISION Corp., 325 N. Hoyne Ave., Chicago 12, Ill., TV receivers, radio receivers and equipment. Adv. Exec.: Mrs. E. L. Stevens. Agency: Robert Kahn & Assoc., Chicago. Acct. Exec.: Robert Kahn.

SOPHIE MAY CANDY Corp., Irvington, N. J., peanut brittle. Adv. Exec.: J. B. Coppedge Jr., Agency: Lewin, Williams & Saylor, Newark.

SORITE SEWING MACHINE Co., 2137 Queens Chapel Rd., N. E., Washington 18, D. C., sewing machines and furniture attachments. Agency: J. Gerald Brown Adv., N. Y. Acct. Exec.: Joseph Brown.

THE S. O. S. Co., 6201 W. 65th, Chicago 38, Ill., S. O. S. Cleaner. Adv. Exec.: George W. Brooks. Agency: McCann-Erickson, San Francisco.

SOUTHERN BREWING Co., Zack & Pierce, Tampa 1, Fla., SB Beer and Silver Bar Ale. Adv. Exec.: John A. Forlong. Agency: Griffith-McCarthy Inc., Tampa. Acct. Exec.: R. E. McCarthy.

SOUTHERN PACIFIC Co., 65 Market St., San Francisco, Calif., railroad transportation. Adv. Exec.: F. Q. Tredway. S. Agency: Foote, Cone & Belding, San Francisco. Acct. Exec.: R. G. Beaumont.

SOUTHLAND COFFEE Co., 1 Washington, S. W., Atlanta 3, Ga., coffee. Adv. Exec.: Dan Anderson. Agency: Donahue & Coe, N. Y. Acct. Exec.: Harry L. Morrill.

A. G. SPALDING & BROS. Inc., Chicopee, Mass., athletic goods. Adv. Exec.: Harry Amtmann. Agency: Hanly, Hicks & Montgomery Inc., N. Y. American Sports Adv. Agency, N. Y. Acct. Exec.: R. Pastore.

SPEAKMAN Co., 30th and Spruce Sts., Wilmington, Del., showers, brass plumbing fixtures and flush valves. Adv. Exec.: C. C. Gerow Jr. S. D-C. Agency: Aitken-Kynett Co., Philadelphia. Acct. Exec.: H. A. Medholdt.

SPEED QUEEN Corp., Doty St., Ripon, Wis., washers, ironers, dryers and Simplex Ironers. Adv. Exec.: J. S. Morris. Agency: Geer-Murray Co., Oshkosh. Acct. Exec.: R. A. Murray.

SPERRY CANDY Co., 133 W. Pittsburgh Ave., Milwaukee 4, Wis., Chicken Dinner, Denver Sandwich and Almond Cameo. Adv. Exec.: F. A. Thibeau. Agency: Keck-Francke Adv., Oconomowoc, Wis. Acct. Exec.: Pete Keck.

SPIEGEL Inc., 1061 W. 35th St., Chicago, Ill. Adv. Exec.: Edward B. Rubin.

SPOT REDUCERS Co., 318 Market, Newark 2, N. J., reducing products and girdles. Agency: A. H. P. Adv., Newark. Acct. Exec.: Joseph Pinkus.

SPRINGFIELD WOOLEN MILLS Co., Springfield, Tenn., woolen blankets. Adv. Exec.: G. F. Bichler. Agency: L. W. Roush Co., Louisville. Acct. Exec.: Dan Caldwell.

E. R. SQUIBB & SONS, 745 Fifth Ave., New York 22, N. Y., dental products, vitamin products, cod liver oil, tablets, chemicals, drugs, antibiotics, anesthetics, glandular products, narcotics, pharmaceuticals, biologicals, professional specialties, home necessities and veterinary products. Adv. Exec.: Caleb Coffin. Agencies: Cunningham & Walsh, N. Y. William Douglas McAdams, N. Y. Wildrick & Miller, N. Y. J. Walter Thompson Co., N. Y.

JOHN P. SQUIRE Co., 165 Gore St., Cambridge, Mass., pork products. Adv. Exec.: John F. Dinger. S. Agency: Goulston Co., Boston. Acct. Exec.: S. H. Ripley.

THE SQUIRT Co., 202 S. Hamilton Dr., Beverly Hills, Calif., Squirt Carbonated Grapefruit Soft Drink-Mixer. Adv. Exec.: Reginald W. Lowander. Agency: Harrington-Richards, Div. of Fletcher D. Richards, Inc., Los Angeles. Acct. Exec.: Greacen Mitchell.

STA PRODUCTS Corp., 1440 Broadway, Oakland, Calif., Sta-Bo-K for Flowers and Sta-X-Tree. Adv. Exec.: Dr. Forrest G. Shacklee. Agency: Jewell Adv. Agency, Oakland.

S. S. STAFFORD Inc., 609 Washington, New York 14, N. Y., cream polish. Adv. Exec.: M. H. Stafford.

STAHL-MEYER Inc., 172 E. 127th St., New York, meat products. Adv. Exec.: A. B. Crampton. Agency: Dowd, Redfield & Johnstone Co., N. Y. Acct. Exec.: Helen Hash.

STANBACK Co., 1500 S. Main St., Sailsbury, N. C., Stanback Headache Powders and Tablets. Adv. Exec.: W. C. Stanback. S.

STANDARD BRANDS Inc., 595 Madison Ave., N. Y., yeast, coffee, tea, puddings, gelatin desserts, baking powder, margarine, barley malt, rye malt, vinegar and frozen vegetables. Adv. Exec.: Albert Pleus. Agencies: J. Walter Thompson Co., N. Y. Acct. Execs.: S. H. Dobbs and E. F. Stevensen. Ted Bates & Co., N. Y. Bisberne Adv. Co. Inc., Chicago. Wildrick & Miller Inc., N. Y. Acct. Exec.: Stanley B. Wildrick. Compton Adv. Inc., N. Y. Raymond Spector Co., N. Y.

STANDARD BREWING Co., 440 Lake Ave., Rochester, N. Y., Standard Dry Ale, Ox Cart Beer and Ox Head Dry Ale. Adv. Exec.: Earl L. Wilkin. S. Agency: Hart-Conway Inc., Rochester, Acct. Exec.: Joseph Brown.

STANDARD CANDY Co., 443 2nd Ave. N., Nashville 3, Tenn., Belle Camp Chocolates. Adv. Exec.: H. H. Campbell Jr.

STANDARD LABS Inc., 113 W. 18th, New York 11, N. Y., Sloans Liniment and Balm and proprietary medicines. Adv. Exec.: Donald W. Beckett. Agency: Kiesewetter Assoc., N. Y.

STANDARD MILLING Co., 309 W. Jackson Blvd., Chicago 6, Ill., flours. Adv. Exec.: P. L. O. Smith. Agency: John W. Shaw Adv., Chicago.

STANDARD OIL CO. OF CALIF., 225 Bush, San Francisco, Calif., gasolines, motor oils and greases, lubricating oils and specialty products. Adv. Exec.: M. A. Mattes. Agency: Batten, Barton, Durstine & Osborn Inc., S. F. Acct. Exec.: J. G. Motheral.

STANDARD OIL Co. **(INDIANA)**, 910 Michigan Ave., Chicago, Ill., gasoline, motor oil and other petroleum products. Adv. Exec.: Wesley I. Nunn. Agencies: McCann-Erickson Inc., Chicago. Acct. Exec.: S. A. Wells. Batten, Barton, Durstine & Osborn Inc., Chicago.

STANDARD OIL Co. Inc. **(KENTUCKY)**. Starks Bldg., Louisville, Ky., petroleum products. Adv. Exec.: Wm. Habich. Agency: Burton E. Wyatt & Co., Atlanta.

STANDARD OIL Co. **(OF LOUISIANA)**, 2134 St. Charles Ave., New Orleans, La. (See Esso Standard Oil Co., New York.)

STANDARD OIL Co. **(NEW JERSEY)**, 30 Rockefeller Plaza, New York. Adv. Exec.: Orville Harden. Agencies: McCann-Erickson Inc., N. Y. Acct. Exec.: J. L. Deane. Marschalk & Pratt, N. Y.

STANDARD OIL Co., **of OHIO**, Midland Bldg., Cleveland, Ohio, petroleum products. Adv. Exec.: H. J. Coleman. S. Agency: McCann-Erickson, Cleveland. Acct. Exec.: M. C. McDonald.

STANDARD OIL Co. **(OF TEXAS)**, 1600 City Nat'l. Bk. Bldg., Houston, Texas, petroleum products. Adv. Exec.: H. L. Hathaway. Agency: Mithoff Adv. Agency, El Paso. Acct. Exec.: Dan T. White Jr.

STANLEY HOME PRODUCTS Inc., 42 Arnold, Westfield, Mass., household brushes and chemicals. Adv. Exec.: James M. Cottingham Jr. Agency: Charles W. Hoyt Co., N. Y. Acct. Exec.: Frank A. Whipple.

STAR-PEERLESS BREWERY Co., 1125 Lebanon Ave., Belleville, Ill., Oltimer Beer. Adv. Exec.: Adolph T. Fischer. Agency: Tri-State Adv. Co., Warsaw, Ind.

STARRETT TELEVISION Corp., 601 W. 26th, New York 1, N. Y., TV receivers and air conditioning units. Adv. Exec.: Adele Godnick. Agency: Palmerston Adv., N. Y.

STATE FAIR of TEXAS, State Fair Park, Dallas, Texas. Adv. Exec.: Thad Ricks. S. Agency: Ray Beall Adv., Dallas. Acct. Exec.: Ray Beall.

STATLER TISSUE Corp., 32 McGrath Highway, Somerville 43, Mass., toilet tissue, towels and napkins. Adv. Exec.: A. H. Ginsburg. Agencies: J. Leonard Michelson, Boston. Chambers & Wiswell, Boston.

STAY CHEMICAL Co., 5538 Cass at Palmer, Detroit 2, Mich., insecticide. Agency: Shutran-Mahlin, Detroit. Acct. Exec.: John Ball.

STECKLEY HYBIRD CORN Co., 2416 N St., Lincoln, Neb., Hybird Corn. Adv. Exec.: I. W. Wheeler. N. S. Agency: Ayres & Assoc., Lincoln. Acct. Exec.: Harry H. Packard.

STEGMAIER BREWING Co., 152 East Market, Wilkes-Barre, Pa., beer, ale and porter. Adv. Exec.: Ed C. Stegmaier. Agency: Crolley Adv., Wilkes-Barre.

GEORGE F. STEIN BREWERY, 797-807 Broadway, Buffalo 12, N. Y., Canandaigua Extra Dry Lager Beer and Canadian Cream Ale. Adv. Exec.: Robert J. Stein. Agency: H. J. Weil Inc., Buffalo.

STEINER SALES Co., 225 W. Chestnut, Chicago 10, Ill., towel cabinets. Adv. Exec.: Ted Mayer. Agency: Tim Morrow Adv., Chicago.

STEINER SALES Co., Div. of American Linen Supply Co., 740 Rush St., Chicago, Ill., paper and cloth towel dispensing systems. Adv. Exec.: Theodore Mayer.

STEPHANO BROTHERS, 1014 Walnut, Philadelphia 7, Pa., Rameses, Marvels, Five Star and Stephanos. Adv. Exec.: Stephen C. Stephano. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: Howard Medholdt.

STERLING BREWERS Inc., 430 Fulton Ave., Evansville 7, Ind., Sterling Beer and Ale. Adv. Exec.: Otto C. Hartmetz. Agency: Smith, Benson & McClure Inc., Chicago. Acct. Execs.: R. Lloyd Smith and Geo. Enzinger.

STEWART & ASHBY COFFEE Co., 845 Greenwich, New York 13, N. Y., teas. Adv. Exec.: Edward C. Parker. Agency: Duane Jones Co., N. Y. Acct. Exec.: Don Gill.

STEWART-WARNER Corp., 1826-52 Diversey Parkway, Chicago 14, Ill., radio receivers and TV receivers. Adv. Exec.: Fred R. Cross. Agencies: MacFarland Aveyard & Co., Chicago, O'Grady-Andersen-Gray Inc., Chicago. J. Roland Kay Inc., Chicago.

STOCK PRODUCTS Inc., 582 Union Ave., Brooklyn 11, N. Y., wine, imported brandies, cordials and vermouth. Adv. Exec.: Mario Morpurgo. Agency: Edward Hamburger Adv., N. Y.

STORZ BREWING Co., 1807 N. 16th, Omaha 2, Neb., Triumph and Premium Dry Beer. Adv. Exec.: Arthur C. Storz. Agency: Bozell & Jacobs, Omaha. Acct. Exec.: Randall E. Packard.

STRIETMANN BISCUIT Co., Trade & Mariemont Sts., Cincinnati, crackers and cookies. Adv. Exec.: W. M. Kincheloe. S. Agency: Harry Miller Agency, Columbus. Acct. Exec.: Jack Maguire.

THE STROH BREWERY Co., 909 E. Elizabeth, Detroit 26, Mich., Stroh's Bohemian Beer. Adv. Exec.: C. F. Raiss. Agency: Zimmer-Keller Inc., Detroit. Acct. Exec.: R. E. Keller.

STROMBERG-CARLSON Co., 100 Carlson Road, Rochester, N. Y., radio and television receivers. Adv. Exec.: Stanley H. Manson. S. D-C. Agency: Federal Adv., N. Y. Acct. Exec.: Gordon E. Hyde.

STUDEBAKER Corp., Main & Bronson, South Bend, Ind., passenger and commercial automobiles. Adv. Exec.: K. B. Elliott. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: J. P. Roche.

STYLE-OF-THE-MONTH-CLUB Inc., 487 Broadway, New York 13, N. Y. Adv. Exec.: Stanley Cohen. Agency: The Artwill Co., N. Y. Acct. Exec.: H. A. Bandman.

R. G. SULLIVAN Inc., 823 Elm, Manchester, N. H., cigars. Adv. Exec.: M. D. O'Brien. Agency: Burke Adv. Assoc., Boston.

SUN OIL Co., 1608 Walnut, Philadelphia, Pa., gasoline, motor oil, lubricants, processing oils, solvents, waxes, furnace oil and insecticides. Adv. Exec.: Storrs J. Case. Agencies: Hewitt, Ogilvy, Benson & Mather Inc., N. Y. Gray & Rogers, Philadelphia. Acct. Exec.: S. G. Landers. Tandy Adv. Agency Ltd., Toronto.

SURE-FIT PRODUCTS Co., 21 E. 26th, New York 10, N. Y., furniture slip covers, mattress covers, comfort covers and auto seat covers. Adv. Exec.: Paul Holister. Agency: Amos Parrish & Co., N. Y.

O. A. SUTTON Corp., 1812 W. Second, Wichita 1, Kan., air circulators and heaters. Adv. Exec.: Fred Kaths. Agency: Lago & Whitehead, Wichita. Acct. Exec.: Howard Whitehead.

THE SWEETS CO. OF AMERICA, Inc., 1515 Willow Ave., Hoboken, N. J., Tootsie Rolls, Tootsie Coconut Filled Fudge, Tootsie Caramels, Tootsie Pops, Tootsie Fruities, Tootsie Varietees, Tootsie Fudge 'N Frosting Mix. Adv. Exec.: Arthur A. Starin. Agency: Moselle & Eisen, N. Y. Acct. Exec.: Henry Eisen.

SWING-A-WAY MFG. Co., 4100 Beck, St. Louis, Mo., household kitchen appliances. Adv. Exec.: E. R. Andrae.

JNO. H. SWISHER & SONS Inc., 16th & Ionia St., Jacksonville, Fla., cigar. Adv. Exec.: H. K. Smith. Agency: Newman, Lynde & Assoc., Jacksonville. Acct. Exec.: Hunter Lynde.

SYLVANIA ELECTRIC PRODUCTS Inc., 254 Rano, Buffalo 7, N. Y., TV receivers. Adv. Exec.: W. D. Stroben. Agency: Roy S. Durstine Inc., N. Y. Acct. Exec.: Roy S. Durstine.

SYLVANIA ELECTRIC PRODUCTS Inc., 1740 Broadway, New York 19, N. Y., radio tubes, incandescent lamps, fluorescent lamps and fixtures, photo lamps, electronic devices, radio and TV receivers. Adv. Exec.: T. P. Cunningham. Agency: Cecil & Presbrey, N. Y. Acct. Exec.: T. J. Maloney.

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TACOMA METAL PRODUCTS Co., 414 Puyallup Ave., Tacoma 2, Wash., miniature electric range for children. Adv. Exec.: John B. Schack. Agency: The Condon Co., Inc., Tacoma. Acct. Exec.: Kay Shinn.

TALBOT MFG. Co., 465 E. 31st, Los Angeles 11, Calif., insecticides. Adv. Exec.: I. A. Campbell.

TAMPA FLORIDA BREWERY Inc., 5th Ave., & 13th, Tampa 5, Fla., Tropical Beer and Ale. Adv. Exec.: A. M. Morris. Agency: Jack Lacey Adv., Tampa. Acct. Exec.: Jack Lacey.

THE TAPPAN STOVE Co., Mansfield, Ohio, Tappan Gas Ranges. Adv. Exec.: R. J. Hammer. Agency: Griswold-Eshleman Co., Cleveland. Acct. Exec.: Gilbert Williams.

TAYLOR BEDDING MFG. Co., Taylor, Texas, furniture and bed accessories. Adv. Exec.: L. D. Hammack. Agency: Pitluk Adv., San Antonio.

TELEREX Inc., Asbury Park, N. J., television antennas and accessories. Adv. Exec.: Ralph Ercolino.

TELETONE RADIO Corp., Bayway Terminal, Elizabeth, N. J., radio receivers and TV receivers. Adv. Exec.: Milton Mensch. Agency: Dowd, Redfield & Johnstone Inc., N. Y. Acct. Exec.: Mike Raymond.

TEMCO Inc., 4104 Park Ave., Nashville, Tenn., furnaces, heaters and clothes dryers. Adv. Exec.: Burton Cloud. D-C. Agency: Noble-Dury & Assoc., Nashville. Acct. Exec.: Bill Graham.

TEMPLETONE RADIO MFG. Corp., Templetone Bldg., New London, Conn., radio receivers. Adv. Exec.: Eli Dane.

TENNESSEE VALLEY MARKETERS Inc., 117 Ninth Ave., N., Nashville 3, Tenn., electric appliances, toys, housewares. Adv. Exec.: Max E. Tilghman. Agency: C. P. Clark, Inc., Nashville. Acct. Exec.: D. G. Goodwin.

TERRE HAUTE BREWING Co., 440 S. 9th, Terre Haute, Ind., Champagne Velvet Beer and 76 Ale. Adv. Exec.: Edward Baur. Agency: Biow Co., N. Y.

TETLEY TEA Co. Inc., 483 Greenwich, New York 13, N. Y., teas. Adv. Exec.: Edward C. Parker. Agency: Duane Jones Co. Inc., N. Y. Acct. Exec.: Don Gill.

TEXAS Co., 135 East 42nd, New York 17, N. Y., Texaco petroleum products. Adv. Exec.: Donald W. Stewart. Agencies: Cunningham & Walsh Inc., N. Y. Acct. Exec.: Geo. S. Fowler. Erwin, Wasey & Co. Inc., N. Y. Acct. Exec.: Julian Snyder. Kudner Agency Inc., N. Y. Acct. Exec.: M. Kirk.

TEXIZE CHEMICALS Inc., White House Rd., Greenville, S. C., household products. Adv. Exec.: W. N. Kline Jr. Agency: Henderson Adv., Greenville. Acct. Exec.: Jim Henderson.

THE UPPER ROOM, 1908 Grand Ave., Nashville, Tenn., The Upperoom devotional guide. Adv. Exec.: H. L. Herman. Agency: Robert G. Fields Co., Nashville.

THEOBALD INDUSTRIES, Sanford Ave., Kearny, N. J., mercury compounds, hum and mercol beads. Adv. Exec.: Robert T. Behrman. S. Agency: Franklin Bruck Co., N. Y. Acct. Exec.: Moe Klinefeld.

RICHARD E. THIBAUT Inc., 269 Madison Ave., New York 16, N. Y., wall paper and wall decorations. Adv. Exec.: Edward R. Bartlett. Agency: Franklin Fader Co., Newark.

THOR Corp., 2215 S. 54th Ave., Chicago 50, Ill., automatic washing machines, gladirons, dishwashers, sinks and clothes dryers. Adv. Exec.: Emil G. Best. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: Martin Zitz.

THORO PRODUCTS Co., 3240 Larimer, Denver 7, Colo., dry cleaner. Adv. Exec.: Richard E. Newman. Agency: Robertson Adv., Denver. Acct. Exec.: Marshall G. Robertson.

THREE DAUGHTERS Corp., Thrust Bldg., Lincoln, Neb., Three Daughters Deodorant Powder. Adv. Exec.: Earl L. Coryell. Adv. Exec.: Carney C. Chandler. S.

TIDE WATER ASSOCIATED OIL Co., 79 New Montgomery, San Francisco 20, Calif., petroleum products. Adv. Exec.: Harold R. Deal. Agency: Buchanan & Co. Inc., S. F. Acct. Exec.: Ray Randall.

TIDE WATER ASSOCIATED OIL Co. (Eastern Div.), 17 Battery Place, New York 4, N. Y., motor oils and greases, gasoline and industrial oils and greases. Adv. Exec.: E. L. Frost. Agencies: Lennen & Mitchell Inc., N. Y. Acct. Exec.: Ray Vir Den. G. M. Basford Co., N. Y. (Indus. Div.)

TIDY HOUSE PAPER PRODUCTS Inc., 101 Onderdonk Ave., Brooklyn 6, N. Y., sandwich bags, garbage bags and parchment placemats. Adv. Exec.: Robt. M. Harris. Agency: H. W. Hauptman Co., N. Y.

TOBER-SAIFER SHOE MFG. Co., 1204 Washington Ave., St. Louis 3, Mo., shoes. Adv. Exec.: Eugene R. Rison. Agencies: Roman Adv. Co., St. Louis. McMahon-Horowitz Adv. Co., St. Louis.

TOBIN PACKING Co., Albany Div., Exchange St., W. Albany, N.Y., meat products. Adv. Exec.: Charles C. Cross. Adv. Exec.: R. W. Weir. S.

TOLEDO EDISON Co., 420 Madison Ave., Toledo, Ohio, electric utilities. Adv. Exec.: Nelson H. Randall. Agency: Charles F. Dowd Inc., Toledo. Acct. Exec.: Charles F. Dowd.

TONE BROS., 109-111 Court Ave., Des Moines 8, Iowa, coffee, tea, spices and flavoring extracts. Adv. Exec.: J. E. Tone. Agency: Meneough-Friedman Inc., Des Moines.

TONI Co., Merchandise Mart, Chicago, Home Permanents and shampoo. Adv. Exec.: Don Paul Nathanson. Adv. Exec.: Walter N. Hiller Jr. N. S. Agencies: Foote, Cone & Belding, Chicago. Acct. Execs.: J. Stolsoff and T. Mulgrew. Tatham & Laird, Chicago. Acct. Exec.: T. Mertz.

TOPPS CHEWING GUM Inc., 237 37th St., Brooklyn 32, N. Y., Topps Chewing Gum and Bazooka Bubble Gum. Adv. Exec.: Leonard Harrison. Agency: Cecil & Presbrey, N. Y.

TRANSPARENT COVER Co., 1217 W. Washington Blvd., Chicago 7, Ill., lamp shade covers. Adv. Exec.: D. J. O'Grady. Agency: Robert Emmet Keough Assoc., Chicago.

TREVA Co., 2445 E. 85th, Chicago 17, Ill., sewing machine attachments. Adv. Exec.: Louis D. Smith. Agency: O'Neil, Larson & McMahon, Chicago.

TRU-ADE Inc., 20 N. Wacker Dr., Chicago 6, Ill., Tru-Ade Beverages. Adv. Exec.: Richard K. Law.

TRU COTE MANUFACTURING Co., 837 E. 52nd, Brooklyn, N. Y., floor polish. Agency: George Feldman Adv., N. Y.

TRUSCON STEEL Co., Albert St., Youngstown, Ohio, steel building products. Adv. Exec.: Paul L. Callahan. D-C. Agency: Meldrum & Fewsmith, Cleveland. Acct. Exec.: C. A. Kroening.

TRUVAL MANUFACTURERS Inc., 281 5th Ave., New York 16, N. Y. (Affiliate of Publix Shirt Corp.). Shirts, sportswear, neckwear and pajamas. Adv. Exec.: Nathan S. Lanning. Agency: Hirshon-Garfield Inc., N. Y.

TUCKETT Ltd., Queen St., Hamilton, Ont., Canada, Buckingham Cigarettes, and Kool Cigarettes. Adv. Exec.: J. J. McGill. S. Agency: Mac Lauren Adv. Co., Toronto. Acct. Exec.: B. E. Legate.

C. K. TURK Corp., 1122 Mishawaka Ave., South Bend 15, Ind., fabrics products. Adv. Exec.: J. C. McGee. Agency: Hopcraft-Keller Inc., Detroit. Acct. Exec.: H. J. Detterich.

TWENTIETH CENTURY FOX FILM Corp., 444 W. 56th, New York 19, N. Y., motion pictures. Adv. Exec.: Jonas Rosenfield Jr. Agency: Charles Schlaifer & Co., N. Y.

TYLER PRODUCTS Co., 318 Lafayette St., Pawtucket, R. I., coffee syrup. Adv. Exec.: William Tyler. N. S. Agency: Fitzgerald Inc., Providence.

TYPHOON AIR CONDITIONING Co., 794 Union, Brooklyn 15, N. Y., Prop-R-Temp Air Conditioning Units. Adv. Exec.: Peter T. Wotton. Agency: Zlowe Co., N. Y. Acct. Exec.: Irving Zlowe.

U

F. UDDO & SONS Co., 200 Bienville, New Orleans 16, La., bleach. Adv. Exec:. Salvadore F. Uddo. Agency: Robert Kottwitz Adv., New Orleans. Acct. Exec.: Robt. Kottwitz.

UNCLE SAM BREAKFAST FOOD Co., 4201 N. 28th Ave., Omaha 11, Neb., laxative breakfast food and whole wheat flakes. Adv. Exec.: John M. McGowan. Agency: Allen & Reynolds, Omaha. Acct. Exec.: Milton H. Reynolds.

UNION OIL Co. of CALIFORNIA, 617 W. 7th St., Los Angeles, Calif., petroleum products. Adv. Exec.: C. Haines Finnell. S. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Jack Smock.

UNION PACIFIC RAILROAD Co., 1416 Douglas St., Omaha, Neb., railroad transportation. Adv. Exec.: H. B. Northcott. S. Agencies: The Caples Co., Omaha. Acct. Execs.: J. D. Farris and R. R. Rullman. Gillham Adv., Salt Lake City. Acct. Exec.: V. V. Bell. Richard G. Montgomery & Assoc., Portland, Ore. Acct. Exec.: Marvin Knudsen.

UNION PHARMACEUTICAL Co., 9 Park, Montclair, N. J., Saraka Laxative and Inhiston Anti-Histamine Tablets. Adv. Exec.: John W. Beal Jr. Agencies: Abbott Kimball Co., N. Y. Acct. Exec.: Harry Muller. Cecil & Presbrey, N. Y. L. W. Frohlich & Co., N. Y. Irwin Vladimir & Co., N. Y.

UNION STARCH & REFINING Co., 301 Washington, Columbus, Ind. Table syrups and 'Marsh Mal-O-Creme'. Adv. Exec.: E. B. Pulse. Agency: H. W. Kastor & Sons Adv. Co., Chicago. Acct. Exec.: Marvin Harms.

UNITED ARTISTS Corp., 729 7th Ave., New York 19, N. Y., motion pictures. Adv. Exec.: Francis M. Winikus. Agencies: Buchanan & Co., N. Y. Donahue & Co., N. Y. J. Walter Thompson Co., N. Y. Monroe Greenthal Inc., N. Y.

UNITED CIGAR - WHELAN STORES Corp., 215 Fourth Ave., New York 3, N. Y. Cigar stores—drug stores. Adv. Exec.: W. G. Baumhogger. Agency: Product Adv. Corp., N. Y.

UNITED ENTERPRISES Inc., 531 W. Webster, Chicago 14, Ill. Stainless steel tableware, rat poison. Adv. Exec.: Lee Ratner. Agencies: Frederick R. Kleiman Adver., Chicago. Acct. Exec.: Fred Kleiman. Marfree Adv. Corp., N. Y.

U. S. ARMY and U. S. AIR FORCE RECRUITING SERVICE, Guam Hall, 23rd Place and Oklahoma Ave., N. E., Washington, D. C. Adv. Exec.: Lt. Col. William Berkeley. Adv. Exec.: Maj. Joseph H. Gigandet. N. S. Agency: Grant Adv., Chicago. Acct. Exec.: Edwin Lewis.

U. S. BEDDING Co., 1047 Florida Ave., Memphis 2, Tenn., beds and mattresses. Adv. Exec.: Louis G. Haas. Agency: Lake-Spiro-Shurman Inc., Memphis.

THE UNITED STATES BEDDING Co., Wabash & Vandalia, St. Paul 4, Minn., mattresses and sleep products. Adv. Exec.: Alvin E. Miller. Agency: Melamed-Hobbs Inc., Minneapolis. Acct. Exec.: Albert E. Pacini.

U. S. COAST GUARD, 1300 E. N. W., Washington, D. C. Recruits. Adv. Exec.: Lt. Comdr. Dairs. Agency: Cecil & Presbrey Inc., N.Y.

U. S. FOOT APPLIANCE Corp., 4021-23 Broadway, Chicago, Ill. Breeze Foot Appliances. Adv. Exec.: Eric Nathan. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Harold Kuttner.

U. S. GLASS Co., Tiffin, Ohio, glassware. Adv. Exec.: Carl R. Kalnow. S. Agency: Gibbons & O'Neil, Cleveland. Acct. Exec.: Mary Gibbons.

UNITED AIR LINES Inc., 5959 So. Cicero Ave., Chicago 38, Ill. Air transportation of passengers and mail, express and freight. Adv. Exec.: R. E. Johnson. Agency: N. Y. Ayer & Son Inc., Chicago.

U. S. MACHINE Corp., Lebanon, Ind., Winkler Heating Equipment. Adv. Exec.: Norman J. Gill. Agency: Perrin-Paus Co., Chicago, Ill. Acct. Exec.: Donald Paus.

UNITED STATES STEEL Co., 525 William Penn Pl., Pittsburgh 30, Pa. (Sub. of United States Steel Corp.) Adv. Exec.: G. R. Schreiner. Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y. Batten, Barton, Durstine & Osborn Inc., Pittsburgh, Pa. Acct. Exec.: H. P. Vieth.

UNITED STATES TELEVISION MFG. Corp., 3 W. 61st, New York 23, N. Y., TV receivers. Adv. Exec.: Francis H. Hoge. Agency: Huber Hoge & Sons, N. Y. Acct. Exec.: Stan Lurie.

UNITED STATES TOBACCO Co., 630 Fifth Ave., New York 20, N. Y., smoking tobacco and snuff. Adv. Exec.: L. A. Bantle. Agency: Kudner Agency, N. Y.

UNIVERSAL MILLS, Kings Highway, P. O. Box 1380, Fort Worth 1, Texas. Flour and commercial mixed feeds and flour. Adv. Exec.: Geo. Kelley. Agency: Simmonds & Simmonds Inc., Chicago.

UNSINGER-AP Corp., 1801 Spielbush, Toledo 1, Ohio, tools. Adv. Exec.: Al Joseph. Agency: Clark & Rickerd Inc., Detroit.

UTICA BREWING Co., 600-615 Jay, Utica 3, N. Y. Fort Schuyler Light Ale and Lager Beer. Adv. Exec.: J. H. Lalor. Agency: Farquhar & Bair, Utica.

UTILITIES ENGINEERING INSTITUTE and WAYNE SCHOOL, 2525 N. Sheffield Ave., Chicago, Ill., vocational and high school courses. Adv. Exec.: E. S. Carter. Adv. Exec.: E. P. Sorenson. S. Agency: Muriel Wageman Co., Chicago. Acct. Exec.: Muriel Wageman.

UTILITY APPLIANCE Corp., 4851 S. Alameda, Los Angeles 58, Calif., heaters, coolers and gas ranges. Adv. Exec.: Lawrence Compton. Agency: Batten, Barton, Durstine & Osborn, L. A. Acct. Exec.: Robert H. Schmelzer.

V

VALIER & SPIES MILLING Co., 5020 Shreve Ave., St. Louis 15, Mo., Div. of Flour Mills of America Inc., Dainty and So-Easy Family Flour, pancake and buckwheat, graham and whole wheat flours. Adv. Exec.: R. B. Lahlein.

VALINCOT GARMENT Co., 1350 Broadway, New York 18, N. Y., wash dresses. Adv. Exec.: Samuel Wallick.

VALLEY NATIONAL BANK, Phoenix, Ariz., banking services. Adv. Exec.: Carl A. Bimson. Agency: Advertising Councelors of Arizona, Phoenix. Acct. Exec.: I. N. Shun,

VANGUARD Corp., 165 Front, Chicopee, Mass., beach balls, toys and Disney characters. Adv. Exec.: Edward O. Clark, Jr. Agency: Adcraft, Springfield, Mass.

VANGUARD FILMS Inc., 9336 Washington Blvd., Culver City, Calif., motion pictures. Adv. Exec.: Earl R. Beaman. Agency: Monroe Greenthal Co. Inc., Universal City, Calif.

VAN-S LABORATORIES, 1681 8th St., Oakland, Calif., Dentrix tooth powder, tooth paste and mouth rinse. Adv. Exec.: Gunner L. Scholer. N. Agency: Ley & Livingston, San Francisco. Acct. Exec.: Gaston J. Levy.

VARDEN STUDIOS Inc., 28 S. Union St., Rochester 7, N. Y., portrait photography, copy restoration and frames. Adv. Exec.: Helen Hagenbach. Agency: Charles L. Rumrill & Co., Rochester, Acct. Exec.: Albert Thomas.

VERNELL'S FINE CANDIES Inc., 522 6th Ave., S., Seattle 4, Wash., Vernell's Butter Mints. Adv. Exec.: Vern Fortin. Agency: Martin & Tuttle, Seattle.

VICK CHEMICAL Co., 122 E. 42nd St., New York, VapoRub, Vatronol and cough drops. Adv. Execs.: J. G. Morrisin and C. H. Carter. Agency: Morse International, N. Y. Acct. Exec.: Chester C. Slaybaugh.

VICTORY PACKING Co., 3363 E. 45th St., Los Angeles, Calif., Thoro-Fed Dog Food and Kal Kan Horse Meat. Adv. Exec.: Burton F. Lamfrom. S. D-C. Agency: McNeill, McCleery & Creamer, Los Angeles.

VI-TONE PRODUCTS Ltd., 198 Gage Ave., S. Hamilton, Ont., Canada, Vi-Tone Fast Fudge Mix and Mil-Ko Powdered Skim Milk. Adv. Exec.: John R. MacLean. S. Agency: Jas. Lovick & Co., Toronto. Acct. Exec.: L. G. Smith.

VOICE OF PROPHECY Inc., 6840 Eastern Ave., N. W., Takoma Park, Washington. D. C., bible study course and free book distribution. Adv. Exec.: Dave Olsen. Agency: Western Adv. Agency Inc., L. A. Acct. Exec.: Milton Carlson.

W

W. B. FOUNDATIONS Inc., 46 Warren, Newark 2, N. J., corsets. Adv. Exec.: Myles S. Friedman. Agency: Alfred F. Tokar Adv., Newark, N. J.

WADHAMS DIV. OF SOCONY VACUUM OIL Co. Inc., 907 S. First, Milwaukee, Wis., petroleum products. Adv. Exec.: C. W. Failmezger. Agency: Compton Adv. Inc., N. Y. Acct. Exec.: L. O. Holmberg.

WAGEMAKER Co., 566 Market, S. W., Grand Rapids 2, Mich., Wolverine Boats. Adv. Exec.: Ray O. Wagemaker. Agency: Hall Adv., Grand Rapids.

AUGUST WAGNER BREWERIES Inc., 605 S. Front, Columbus 16, Ohio. Gambrinus Beer. Adv. Exec.: Harry Hartzell. Agency: Byer & Bowman, Columbus.

WAITT & BOND, 1180 Raymond Blvd., Newark 2, N. J., cigars. Adv. Exec.: Harley W. Jefferson. Agency: Harry B. Cohen Adv., N. Y. Acct. Exec.: Edward J. Rosewald.

WALDES KOHINOOR Inc., 47-10 Austel Place, Long Island City 1, N. Y., slide and snap fasteners, eye tape, retaining rings and pliers. Adv. Exec.: Joseph Bloom. Agency: Grey Adv., N. Y. Acct. Execs.: Harold Newman, Ralph Axthelm.

WALGREEN Co., 4300 Peterson Ave., Chicago 30, drugs, toiletries and sundries. Adv. Exec.: Orville G. Giles. Agency: Schwimmer & Scott, Chicago.

WALSH Labs., 525 W. 76th, Chicago 20, rat killer, Aerosol Insect Spray and deodorants. Adv. Exec.: H. E. Staffel. Agency: O'Neil, Larson & McMahon, Chicago.

WALTHAM WATCH Co., Crescent St., Waltham, Mass., watches. Adv. Exec.: William H. McMorrow.

JOHN WANAMAKER, 13th & Market, Philadelphia 1, department store. Adv. Exec.: Mrs. Berta MacDonald.

WARNER BROS. PICTURES, 321 W. 44th, New York 18, N. Y., motion pictures. Adv. Exec.: Mort Blumenstock. Agency: Blaine-Thompson Co., N. Y. Acct. Exec.: Philip Solomon.

WARP BROTHERS, 1104 N. Cicero, Chicago, Ill., venetian screens. Adv. Exec.: Delbert Christensen. Agency: Presba, Fellers & Presba, Chicago.

WARWICK CLUB GINGER ALE Co., 108 Pond, West Warwick, R. I., Speedball Orange and Grade A Root Beer. Adv. Exec.: Luke Clarke. Agency: Gordon Schonfarber & Assoc., Providence.

WASHBURN CANDY Corp., 71 Forest, Brockton, Mass., Waleeco Cocoanut Bars. Adv. Exec.: H. Gilson. Agency: Jerome O'Leary Adv. Agency, Boston.

WASHINGTON STATE ADVERTISING COMMISSION, Transportation Bldg., Olympia, Wash., tourists. Adv. Exec.: C. E. Jones. S. Agency: MacWilkins, Cole & Weber Inc., Seattle. Acct. Exec.: Lee Jacobi.

WASHINGTON STATE APPLE COMMISSION, P. O. Box 18, Wenatchee, Wash., Washington State Apples. Adv. Exec.: H. E. Copple. S. Agency: J. Walter Thompson, Seattle. Acct. Exec.: F. O. Flint.

WASHINGTON STATE FRUIT COMMISSION, 126 S. 2nd Ave., Yakima, Wash. fresh and processed fruit. Adv. Exec.: Fred H. Westberg. S. Agency: Pacific National Adv., Seattle. Acct. Exec.: William H. Horsley.

H. P. WASSON & Co., 16 W. Washington, Indianapolis 9, Ind., women's apparel. Adv. Exec.: A. L. Spencer. Agency: Sterling Adv. Agency, N. Y.

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WATSON-STANDARD Co., 225 Galveston Ave., Pittsburgh, Pa., paint. Adv. Exec.: A. W. Steppler. S. D-C. Agency: Cabot & Coffman Inc., Pittsburgh. Acct. Exec.: William Coffman.

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WECO PRODUCTS Co., 20 N. Wacker Dr., Chicago, Ill., tooth brushes, tooth paste, hair nets, powder puffs and handkerchiefs. Adv. Exec.: O. B. Lyon. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: Kenneth J. Ward. Bisberne Adv. Co. Inc., Chicago.

WEIL & CO., 4400 Nickel Place, Cleveland 4, Ohio coffee. Adv. Exec.: M. E. Weiner. Agency: Lustig Adv., Cleveland.

WELCH'S GRAPE JUICE, 55 Fifth Ave., New York. Adv. Exec.: Barbara Collyer. S. Agency: Doherty, Clifford & Shenfield Inc., N. Y. Acct. Exec.: Remus Harris.

THE M. WERK Co., Murray Road, Cincinnati 17, Ohio., soap. Adv. Exec.: J. N. Seifert. Agencies: Ralph H. Jones Co., Cincinnati. Acct. Exec.: Stanley Willer. Strauchen & McKim Adv., Cincinnati.

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WEST END BREWING Co., 811 Edward, Utica, N. Y. Adv. Exec.: Frank Graves. Agency: Harry B. Cohen Adv., N. Y.

WESTERN AIRLINES Inc., 6060 Avion Drive., Los Angeles, Calif., air transportation. Adv. Exec.: Bert D. Lynn. S. Agency: Buchanan & Co., L. A. Acct. Ont., Canada, Buckingham Cigarettes, Exec.: Charles E. Coleman.

WESTERN AUTO SUPPLY Co. (MISSOURI), 2107 Grand Ave., Kansas City Mo., automotive supplies. Adv. Exec.: D. M. Purpus. Agency: Bruce B. Brewer & Co., Kansas City. Acct. Exec.: J. Kent Boyd.

WESTERN STOVE Co., 8536 Hayes Ave., Culver City, Calif., Western-Holly Gas Ranges. Adv. Exec.: Jack F. Brembeck. Agency: Brooks Adv. Agency, Los Angeles.

WESTINGHOUSE ELECTRIC Corp., General Offices, 306 4th Ave., Pittsburgh 30, Pa., complete line industrial and domestic electrical apparatus and appliances, radio and TV receivers. Adv. Exec.: Harry J. Deines. Agency: McCann-Erickson, N. Y.

WESTON BISCUIT Co., 2 Brighton Ave., Passic, N. J., Weston Cookies. Adv. Exec.: W. B. Van Emburg. S. Agency: Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y. Acct. Exec.: Walter B. Geoghegan.

WETALENE LABS. Inc., 743 W. 1st Ave., Columbus 3, Ohio, cleaning powder. Adv. Exec.: W. J. Mangold. Agency: Kenneth B. Butler & Assoc., Mendota, Ill. Acct. Exec.: Jack Westerman.

WESTGATE-SUN HARBOR Co., 1995 Bay Front, San Diego, Calif., Breast O' Chicken Tuna. Adv. Exec.: Harold Requa Jr. S. D-C. Agency: Barnes-Chase Co., San Diego. Acct. Exec.: George Hawkins.

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WHELAN DRUG STORES Co., 215 Fourth Ave., New York. (See United-Cigar-Whelan Stores Corp., New York.

WHIRLPOOL Corp., N. State St., St. Joseph, Mich., washers, ironers and automatic dryers. Adv. Exec.: LeRoy W. Howard. Agencies: Beaumont & Hohman, Chicago. Acct. Exec.: Guy Davis. Paxson Adv., Benton Harbor.

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THE S. S. WHITE DENTAL MFG. Co., 211 S. 12th, Philadelphia 5, Pa., equipment, materials, for Dentistry, flexible shafts, electronic resistors, molded plastics for Industry, Oraline Toothpaste, Tooth Powder and mouthwash. Adv. Exec.: Harry P. Prager. Agencies: Peterson & Kempner Inc., N. Y. Clements Co., Philadelphia.

WHITEHALL PHARMACAL Co., 22 E. 40th St., N. Y., Anacin, Heet, Hills Cold Tablets, Freezone, Melaclose, Kolynos and Bisodol. Adv. Exec.: R. G. Rettig. Adv. Exec.: D. D. Ballin. N. S. Agencies: John F. Murray Inc., N. Y. Biow Co., N. Y. Acct. Exec.: D. Rogers. Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. Acct. Exec.: C. Hathaway.

WHITE ROCK Corp., 1 Park Ave., New York 16, N. Y., Sub of National Distillers Products Corp., White Rock Sparkling Water and flavored beverages. Adv. Exec.: T. G. Prosser. Agency: Kenyon & Eckhardt, N. Y.

WHITE STAG MFG. Co., 67 W. Burnside, Portland 9, Ore., sport togs, play clothes, slacks, jackets, westwools, hunting and fishing clothes and canvas products. Adv. Exec.: Chas. L. Baum. Agency: Allen & Clenaghen Adv., Portland. Acct. Exec.: H. Richard Sellers.

WHITTEMORE BROS. Corp., 6892 Albany, Cambridge 39, Mass., shoe polishes. Adv. Exec.: Larry C. Nunnally Jr. Agency: Reilly, Brown & Willard, Boston. Acct. Exec.: A. F. Brown.

WIEBOLDT STORES Inc., 106 S. Ashland St., Chicago 7, Ill., department store merchandise. Adv. Exec.: E. T. Sullivan. Agency: Needham, Louis & Brorby, Chicago.

THE GEO. WIEDEMANN BREWING Co., 601 Columbia, Newport 8, Ky. Wiedemann's Bohemian and Royal Amber Beer. Adv. Exec.: H. Tracy Balcom Jr. Agency: Strauchen & McKim Adv., Cincinnati. Acct. Exec.: E. R. Strauchen.

THE WIESSNER BREWING Co., 1108 Hillen, Baltimore 2, Md., Wiessner's Beer. Adv. Exec.: W. H. Ruppert. Agency: Dundon & Rosenbush Co., Baltimore. Acct. Exec.: E. H. Hudgins.

WILBERT PRODUCTS Co., 805 E. 139th, New York 54, N. Y., floor furniture and shoe polishes, bleach and cleanser. Adv. Exec.: Herbert Isler. Agency: Charles W. Hoyt Co., N. Y.

WILBUR-SUCHARD CHOCOLATE Co., 48 No. Broad, Lititz, Pa., Wilbur and Suchard Chocolate Specialties. Adv. Exec.: John A. Wood. Agency: Foltz-Wessinger Inc., Lancaster.

WILCOX-GAY Corp., Charlotte, Mich., radio receivers, TV receivers and phonographs. Adv. Exec.: Virgil Wooley. Agency: Wallace-Linderman Inc., Grand Rapids. Acct. Exec.: C. S. Blakslee.

WILDROOT Co., 1740 Bailey Ave., Buffalo 11, N. Y., toilet preparations and hand lotion. Adv. Exec.: J. W. Maurer. Agencies: Batten, Barton, Durstine & Osborn, N. Y. Acct. Exec.: A. D. Lehmann. A. J. Denne & Co., Ltd., Toronto.

JOHN H. WILKINS Co., 525-537 R. I. Ave., N. E., Washington 2, D. C., tea, tea balls and coffee. Adv. Exec.: Mrs. John H. Wilkins. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: J. Robert Corry.

OSCAR H. WILL & Co., 322 4th St., Bismarck, N. D. Adv. Exec.: Oscar F. Will.

WILL & BAUMER CANDLE Co., Syracuse, N. Y., church and fancy candles and kindred articles. Adv. Exec.: Howard C. Will. Agency: Barlow Adv., Syracuse.

WILLARD TABLET Co., 9 W. Washington, Chicago 2, Ill., Willard's Tablets. Adv. Exec.: T. S. Donahue. Agency: First United Broadcasters, Chicago. Acct. Exec.: Hugh Rager.

J. B. WILLIAMS Co., Glastonbury, Conn., shaving and toilet soaps, toilet preparations. Adv. Exec.: W. E. Neagle. Agencies: J. Walter Thompson Co., N. Y. Acct. Exec.: Samuel W. Meek. Bermingham, Castleman & Pierce Inc., N. Y.

WILLIAMSON-DICKIE MFG. Co., 509 W. Vickery Blvd., Ft. Worth 1, Texas, work clothes. Adv. Exec.: E. G. Elliott. Agency: Evans & Assoc., Ft. Worth. Acct. Exec.: Stanley Schlenther.

WILMAR MFG. Co., Hancock & Lehigh Aves., Philadelphia 33, Pa., peanut butter. Adv. Exec.: Robert B. Reinhart. Agency: Clements Co., Philadelphia. Acct. Exec.: David Roberts.

WILSHIRE OIL Co. Inc., 1206 Maple Ave., Los Angeles, Calif., gasoline and motor oil. Adv. Exec.: Maurice A. Machris. Agency: Dan B. Miner Co., L. A. Acct. Exec.: J. C. Morse.

WILSON SPORTING GOODS Co., 2037 N. Campbell Ave., Chicago 47, Ill., sporting and athletic goods. Adv. Exec.: Joe Risolute. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: J. C. Ewell and Glen Morris.

WINE GROWERS GUILD, Lodi, Calif., Guild Wine. Adv. Exec.: William V. Shaftner. Agency: Guild, Bascome & Bonfigli Inc., San Francisco. Acct. Exec.: Rod McDonald.

WINGS SHIRT Co., Inc., 4 W 33rd, New York 1, (Sub. of Piedmont Shirt Co.). Adv. Exec.: Bernard Aron. Agency: Zlowe Co., N. Y. Acct. Exec.: Lee Babin.

WILLIAM H. WISE & Co., 50 W. 47th St. N. Y., books. Adv. Exec.: Fred C. Berismeister. Adv. Exec.: Abbie Plunkett. N. S. Agency: Huber, Hoge & Sons, N. Y. Acct. Exec.: Herman Liebenson.

WISE POTATO CHIP Co., 228 Raseley St., Berwick, Pa. Adv. Exec.: Percy C. Wilson. Agency: Lynn - Fieldhouse, Wilkes-Barre, Acct. Exec.: S. C. B. Lynn.

WONDER ORANGE Co., 223 W. Erie, Chicago 10, Ill., Wonder Orange Flavoring Syrups and Eze Orange. Adv. Exec.: Clayton J. Howel. Agency: Frances Hooper Adv., Chicago.

WONDER YOUTH LINGERIE Co., 1727 Locust, St. Louis, Mo., lingerie. Adv. Exec.: Sidney E. Cohen. Agency: Maybelle F. Hall Co., N. Y.

JOHN H. WOODBURY Inc., Spring Grove & Alfred, Cincinnati 14, Ohio, soap and cosmetics. Adv. Exec.: Chester T. Birch. Agencies: Robert W. Orr & Assoc., N. Y. Acct. Exec.: Robert W. Orr. Stockton, West, Burkhart Inc., Cincinnati. Acct. Execs.: William Z. Burkhart and Joseph D. Nelson. Gotham Adv., N. Y. Acct. Exec.: H. N. Elterich.

WOODEN SHOE BREWING Co., Minster, Ohio, Wooden Shoe Beer. Adv. Exec.: Arch Reese.

THE WOOLFOAM Corp., 230 5th Ave., New York 1, N. Y., Woolfoam. Adv. Exec.: B. L. Roberts. Agency: Dowd, Redfield & Johnstone Inc., N. Y. Acct. Exec.: L. L. Redfield.

F. W. WOOLWORTH Co., 233 Broadway, New York 7, N. Y., Woolworth Stores. Adv. Exec.: R. E. Williams. Agency: Lynn Baker Inc., N. Y.

WORCESTER BAKING Co., 39-43 Mason St., Worcester, Mass., wholesale bakers. Adv. Exec.: H. N. Brown. S.

WORCESTER SALT Co., New York. (See Morton Salt Co., Chicago, Ill.)

WORTH'S Inc., 5915 Easton Ave., St. Louis 12, Mo., women's apparel. Adv. Exec.: Alvin Goldfarb. Agency: Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

WRIGHT MFG. Co., 5223 Post Oak Rd., Houston, Texas., tile. Adv. Exec.: Frank R. Wilson. Agency: Brennan Adv., Houston. Acct. Exec.: W. T. Morris.

WRIGHT & McGILL Co., 1463 York, Denver 6, Colo., fishing tackle and supplies. Adv. Exec.: S. M. Wright. Agency: Wayne Welch Inc., Denver. Acct. Exec.: Felix Pogliano Jr.

WILLIAM WRIGLEY Jr. Co., 410 N. Michigan Ave., Chicago, Ill., chewing gum. Adv. Exec.: Henry L. Webster. N. Agencies: Ruthrauff & Ryan, Chicago. Acct. Exec.: H. Ketting. Arthur Meyerhoff & Co., Chicago. Acct. Exec.: A. E. Meyerhoff.

WILLIAMSON CANDY Co., 4701 Armitage, Chicago 39, Ill., Oh Henry and Guess What Candies. Adv. Exec.: C. F. Scully. Agency: Aubrey, Moore & Wallace Inc., Chicago.

Y

YOCUM BROTHERS Inc., 4th & Walnut Sts., Reading, Pa., Y-B Cigars. Adv. Exec.: D. F. Benbow. S. Agency: William Jenkins Adv., Philadelphia. Acct. Exec.: William Jenkins.

Z

ZEHRUNG CHEMICAL Co., 2201 N. W. 20th, Portland 9, Ore., insecticide weedicides and rodenticides. Agency: Taylor & Co., Portland. Acct. Exec.: D. Snyder.

ZENITH RADIO Corp., 6001 W. Dickins Ave., Chicago, Ill., radio and television receivers. Adv. Exec.: D. H. Grigsby. S. D-C. Agency: MacFarland, Averyard & Co., Chicago. Acct. Exec.: A. B. Dicus.

ZEVEX CORPORATION, 11 E. Hubbard, Chicago, Ill., portable electric water heaters. Adv. Exec.: Howard Visel. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: J. D. Morgan.

GEORGE ZIEGLER Co., 408 W. Florida, Milwaukee 4, Wis., candy.

ZIPPO MANUFACTURING Co., 36 Barbour St., Bradford, Pa., cigarette lighters. Adv. Exec.: Walt Avis. S. Agency: Harry Atkinson Inc., Chicago. Acct. Exec.: C. F. Southward.

ZIPPY PRODUCTS Inc., Lansdowne, Pa., liquid starch. Adv. Exec.: Charles L. Crowder. Agencies: Earle A. Buckley Org., Philadelphia. John C. Dowd Inc., Boston. W. B. Geissinger & Co., Los Angeles.

ZONITE PRODUCTS Corp., 100 Park Ave., New York 17, N. Y., Zonite, Larvex and Forhan's. Adv. Exec.: Eric Hartell. Agencies: Erwin Wasey & Co., N. Y. Acct. Exec.: Arthur F. Willson. Erwin, Wasey of Canada, Ltd., Toronto. Gotham Adv. Co., N. Y. Acct. Exec.: A. A. Kron.

Voice of America

(Continued from page 348)

evidence of a regular listening audience of many millions. Letters from listeners have increased from some 29,000 to 40,000 per month in the past year.

Program schedules are published in 12 language editions, including English, and are available upon request to overseas listeners. These schedules are distributed to a mailing list of about 1,250,000.

OPERATIONS INFORMATION

The Division of International Broadcasting is responsible for the planning, execution and content of programs. Programs are written, produced and broadcast from studios in New York City and Washington, D.C.

The Division of International Broadcasting is part of the International Information and Educational Exchange Program of the Department of State. It is under the jurisdiction of the Assistant Secretary of State for Public Affairs, Edward W. Barrett; the general manager of the USIE program, Thurman L. Barnard, and Foy D. Kohler, Chief, Division of International Broadcasting.

During calendar 1951, the international information program of the Department received $85 million for fiscal 1951-52, with an estimated $19,178,000 for radio broadcasting operation. Congress also approved a supplementary funds bill calling for $9.7 million for construction of curtain antennas and new transmitter projects to buttress the United States' *Campaign of Truth.*

CANADIAN ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

ARDIEL ADV. AGENCY LTD.
Lawton Blvd., Toronto, Ont.
Tel.: Mayfair 6544
Radio Dept.: Clark Wright.
Hamilton—37 James St. S. Tel.: 7-9284. S. P. Westaway, manager.

ASSOCIATED BROADCASTING CO. LTD.
1139 Bay St., Toronto, Ont.
Tel.: Princess 1111
Radio Dept.: Martin Maxwell, president and account executive; Gordon Allen, radio director and account executive; Allan Kahn, account executive.
Radio Accounts: Templeton's Ltd. (S); City-Buick Pontiac; O'Donnell-Mackie Ltd.; Mayfair Radio Ltd.; Toronto Watch Hospital; Carr-Firestone Dealer; Arthur Murray Studios; Sax Fur Salon.

THE BAKER ADVERTISING AGENCY LTD.
1375 Yonge St., Toronto 5, Ont.
Tel.: Princess 2101
Radio Dept.: Jack F. Horler, radio director; Lenore Dighton, timebuyer.
Montreal—1557 Mackay St. Tel.: Harbour 9247. Gabriel Langlais, manager.

CANADIAN ADVERTISING AGENCY LTD.
Sun Life Bldg., Montreal 2, Que.
Tel.: University 6-7711
Radio Dept.: Frank Collins, media director.
Toronto—80 King St. Tel.: Adelaide 3051. J. Teitel, manager.
Vancouver, B. C.—Province Bldg. Tel.: Tatlow 1938. H. D. Madden.
Kelowna, B. C.—S. Thompson, manager.

COCKFIELD, BROWN & CO. LTD.
Canada Cement Bldg., Montreal 2, Que.
Tel.: Harbour 4171
Radio Dept.: R. W. de L. Harwood, radio dept. manager; W. D. Hannah, assistant manager; G. Duhamel, J. Winter, J. Brooks, P. Lanzon. E. W. Box, timebuyer.
Toronto, Ont.—Metropolitan Bldg. Tel.: Empire 4-9201. T. L. Anderson, vice-president and managing director; C. W. McQuillin, radio director and manager of radio div.; J. A. Savage, King Whyte, R. Weymen, J. R. MacRae, W. C. Thurston, D. A. MacMillan.
Vancouver, B. C.—Royal Bank Bldg. Tel.: Pacific 7557. Peter M. Downes.
Winnipeg, Man. — Electric Railway Chambers. Tel.: 923538. J. Burke-Gaffney, radio director.

DANCER-FITZGERALD-SAMPLE LTD.
6 King St. E., Toronto, Ont.
Radio Dept.: Gilbert Nunns, general manager.

A. J. DENNE & Co. LTD.
90 King St. W., Toronto, Ont.
Tel.: Elgin 3444
Radio Dept.: R. O. McKeown, manager.

THE JAMES FISHER CO.
204 Richmond St., W., Toronto 1, Ont.
Tel.: Waverley 8091
Radio Dept.: David M. Fenn, radio director; H. C. Mason, A. L. Thompson, account executives; J. Matthews, copy chief.
Montreal—913 Sun Life Bldg. Tel.: University 6-9745. Godfrey Humphrys.
Radio Accounts: Sparton of Canada (Columbia Records); Reckitt & Colman Ltd. (French's Mustard); Ralston Purina (Purina Feeds); Liberty Cherry & Fruit Co. (Liberty Cherries).

HARRY E. FOSTER ADVERTISING LTD.
149 Alcorn Ave., Toronto, Ont.
Tel.: Princess 4681
Radio Dept.: G. Forsyth, radio director; Mary Newton, timebuyer.
Montreal, Que.—128 Sun Life Bldg. F. B. Thompson.
Vancouver, B. C.—407 Dominion Bldg. Leagh Webster.
Halifax, N. S.—612 Barrington St. E. S. Murray.
Winnipeg—165 McDermot Ave. E. G. V. Evans.

J. J. GIBBONS LTD.
200 Bay St., Toronto, Ont.
Tel.: Elgin 2111
Radio Dept.: Mrs. J. J. Gibbons, president.
Montreal, Que—Dominion Sq. Bldg. Tel.: Harbour 6207. R. L. Burdick, manager.
Regina, Sask.—Leader Bldg. Tel.: 6-141. R. P. Wilson.
Calgary, Alta.—Renfrew Bldg. Tel.: M. 5437. Reg G. Smith.
Edmonton, Alta—Agency Bldg. Tel.: 27-512. E. Maloney.
Winnipeg, Man.—Scott Block. Tel.: 97-373. A. B. Johnston.
Vancouver, B. C.—Province Bldg. Tel.: Pacific 0157. Dave Crawford.

F. H. HAYHURST CO. LTD.
38 King St. W., Toronto, Ont.
Tel.: Empire 4-9263
Radio Dept.: R. D. Amos, radio director; C. M. Harrison, assistant radio director.
Montreal, Que.—Drummond Bldg.
American Safety Razor; Canada Canners Ltd. (S); Dr. A. W. Chase Ltd. (S); Templetons Ltd. (S); Bromo Seltzer Ltd. (S); Meccano Ltd. (S); Minibrix (S); Meteeters Creamery (S); Purily Flour (N-S); Pioneer Feeds (S); Bradings Ltd. (S); Bayley's Own Tablets (S); Spanner Products Ltd. (S); Best Foods (Nucoa Margarine) (S); Addison's Ltd. (S); Acousticon Ltd. (S); Stoppers Ltd. (S); Albo Nu-Lac (S); Edgeworth Tobacco (S).

L. J. HEAGERTY LTD.
19 Melinda St., Toronto, Ont.
Tel.: Empire 3-1186
Radio Dept.: Helen K. Whitcombe, radio director; M. Vaughan, timebuyer; R. Campbell, producer, Laddie Dennis, assistant producer.
Radio Accounts: Colgate Palmolive Peet Co. Ltd. (S); West Toronto Creamery.

RUSSELL T. KELLEY LTD.
447 Main St. E., Hamilton, Ont.
Tel.: 2-1155
Radio Dept.: Agnes M. Wray, timebuyer.
Montreal, Que.—480 Lagauchetiere St., W. Tel.: Plateau 5025.
Vancouver, B. C.—Volney Irons, manager.

LOCKE, JOHNSON & CO. LTD.
601 Harbour Commission Bldg., Toronto 1, Ont.
Tel.: Empire 4-6271
Radio Dept.: F. D. Layton, radio director.

JAMES LOVICK & CO. LTD.
535 Homer St., Vancouver, B. C.
Tel.: Tatlow 6221
Radio Dept.: J. E. Lovick, president, Florence Asson, radio timebuyer.
Calgary, Alta.—21 Canada Life Bldg. Tel.: Main 4445. L. Duncalfe.
Montreal, Que.—634 Dominion Sq. Bldg. Tel.: Plateau 8757. J. Collyer.
Toronto, Ont.—800 Bay St. Tel.: Midway 9887.

McCONNELL, EASTMAN & CO. LTD.
147 University Ave., Toronto, Ont.
Tel.: Adelaide 7004
Radio Dept.: J. E. McConnell Jr, radio and television director.
Montreal—Dominion Square Bldg. Tel.: Plateau 1146. R. M. Archer, assistant manager.
Winnipeg, Man. — Confederation Life Bldg. Tel.: 93317. G. B. McCrea.
Vancouver, B. C. — Stock Exchange Bldg. C. G. Wood, manager.
London, Ont.—Huron & Erie Bldg. Tel.: Metcalfe 544. J. E. McConnell, manager.

McGUIRE ADVERTISING LTD.
100 Ouellette, Windson, Ont.
Tel.: 2-7297
Radio Dept.: John S. Finn, timebuyer; William G. Broughton, account executive.
London, Ont.—337 Dundas St. Tel.: 3-4266. Tom Gilchrist.
Montreal, Que.—1570 Mountain St. Tel.: Marquette 1415. W. M. Mills.
Radio Accounts: Reliance Petroleum Ltd. (S); Marra's Bread.

McKIM ADVERTISING LTD.
47 Fraser Ave., Toronto, Ont.
Tel.: Kenwood 3561
Radio Dept.: Frank C. Flint, radio and television director.
Montreal, Que.—Dominion Sq. Bldg. Tel.: La 5192.
Winnipeg, Man.—Paris Bldg. Tel.: 9-3491. A. A. Brown, manager.
Vancouver, B. C.—Province Bldg. W. H. Sandstrom, account executive.

THORNTON PURKIS ADV. AGENCY
330 Bay St., Toronto, Ont.
Tel.: Empire: 3-3762

E. W. REYNOLDS & CO.
145 Yonge St., Toronto, Ont.
Tel.: Waverly 6157
Radio Dept.: G. E. Howard, radio director; S. Oakes, timebuyer.

RONALDS ADV. AGENCY LTD.
1440 St. Catherine St. W., Montreal, Que.
Tel.: University 6-9471
Radio Dept.: Frank Starr, radio director; S. B. Hayward, timebuyer.
Toronto, Ont.—108 Peter St. Tel.: Empire 3-0237. R. J. Avery, vice president.
Radio Accounts: Canadian Industries Ltd.—Paint & Varnish Div.—Agricultural Chemicals Div. (S); Canadian Arena Co. (S); Bank of Canada (Canada Savings Bonds) (S); Bovril (Canada) Ltd. (S); Bristol-Myers Co. of Canada (S); Boswell Brewery (National Breweries) (S-N); Dept. of National Defense (Army) (N-S); Doyle Motors Ltd. (S); Rexall Co.; L. K. Liggett Co.; Trans Canada Credit Corp.; Elizabeth Arden of Canada; Fueloil & Equipment.

RUTHRAUFF & RYAN INC.
2 Toronto St., Toronto 2, Ont.
Tel.: Plaza 1515
Radio Dept.: S. Ramsay Lees, radio director; Trudy Johnson, timebuyer.
Radio Accounts: Lever Bros. (Canada)—Rinso, Lifebuoy soap and shave cream, Pepsodent, Sunlight Soap, Frostee; Electric Autolite of Canada.

R. C. SMITH & SON LTD.
80 King St. W., Toronto 9, Ont.
Tel.: Empire 4-9396
Radio Dept.: G. A. Phare, radio director; M. E. Craven, timebuyer.

SPITZER & MILLS LTD.
50 King St. W., Toronto, Ont.
Tel.: Plaza 2811
Radio Dept: R. Hart, radio director.
Montreal—Dominion Square Bldg. Tel: Harbour 9147. Paul Corbeil, radio director.
Vancouver—701 Royal Bank Bldg. Tel.: Pacific 2102. J. H. Randle.

HAROLD F. STANFIELD LTD.
1010 St. Catherine St., Montreal, Que.
Tel.: University 6-8741
Radio Dept.: Wallace Telford, timebuyer.
Toronto, Ont.—67 Richmond St. W. Tel.: Plaza 5454. A. T. Gowe, manager.

STEVENSON & SCOTT LTD.
1260 University St., Montreal 2, Que.
Tel.: University 6-9361
Radio Dept.: Ross Smith, radio director; G. Kenneth Gibson, timebuyer; H. E. Smith, B. Cossman, account executives.
Toronto, Ont.—100 Adelaide St. W. Tel.: Empire 3-1166. Sam Young.
Vancouver, B. C.—402 W. Pender St. Tel.: Pacific 5824. Roy Hunter.

TANDY ADVERTISING AGENCY LTD.
66 Portland St., Toronto 2B Ont.
Tel.: Empire 3-632.
Radio Dept.: A. C. Haight Jr., radio director; W. H. Wilkes, A. S. Collins, account executives.

VICKERS & BENSON LTD.
Keefer Bldg., Montreal, Que.
Tel.: University 6-7701
Radio Dept.: Roland Beaudry, radio.
Toronto, Ont.—380 Victoria St. Tel.: Empire 4-6301. P. Harricks, radio director.

WALLACE ADV. LTD.
Roy Bldg., Halifax, N. S.
Tel.: 3-7557
Radio Dept.: F. R. Wallace, president.
Saint John, N. B.—72½ Prince William St. Tel.: 3-2355. J. B. Whalley, manager.

WALSH ADVERTISING CO.
44 King St. W., Toronto, Ont.
Tel.: Empire 3-3053
Radio Dept.: J. E. Palmer, radio director; M. Poirier, timebuyer.
Montreal, Que.—Y. Bourassa, radio director.
Windsor, Ont.—R. Mason, radio director.

YOUNG & RUBICAM LTD.
660 St. Catherine St. W., Montreal, Que.
Tel.: Plateau 4691
Radio Dept.: William H. Poole, supervisor of research; Jean-Francois Pelletier, radio.
Toronto, Ont.—44 King St. W. Tel.: Adelaide 5035. G. T. Berthon, vice president and manager; W. D. Byles, supervisor of radio.

RADIO NEWS SERVICES

ASSOCIATED PRESS (Radio)—50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. Executives: Kent Cooper, executive director; Frank J. Starzel, general manager; Oliver Gramling, assistant general manager for radio; John Aspinwall, radio news editor; Howard L. Kany, Washington radio representative.

BRITISH UNITED PRESS LTD.—231 St. James St. W., Montreal, Que. Tel.: Plateau 9947. Phil R. Curran, managing director; Dennis Landry, executive news editor; N. M. MacLeod, assistant general manager and chief correspondent at Ottawa; Fred A. Darrell, chief accountant; Willard D. Eberhart, bureau manager.

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. *Executives:* Seymour Berkson, general manager; Barry Faris, editor; William B. Goode, business manager; Frank J. Nicht, general sales manager; Robert H. Reid, manager, INS-INP-TV Dept.; John M. Cooper, director, radio dept. (Worldwide news, feature scripts, daily and weekly TV newsreels, TV wire service, musical and entertainment film packages for TV, Super-Projectall, spot news and feature photos.)

PRESS ASSOCIATION (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Tel.: Plaza 7-1111; Kent Cooper, president; Oliver Gramling, vice president; Lloyd Stratton, secretary.

PRESS NEWS LIMITED—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont, Tel.: Empire 4-2692, Hervé Major, president; Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer.

REUTERS LTD. OF LONDON—Times Building, 229 W. 43rd St., New York. Tel.: Bryant 9-8558. D. K. Rogers, manager.

UNITED PRESS ASSOCIATIONS—220 E. 42nd St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president; Earl J. Johnson, vice president and general news manager; Jack Bisco, vice president and general business manager; LeRoy Keller, vice president & general sales manager; Phil Newsom, radio news manager; A. F. Harrison, special representative, Washington, D. C. (News, feature scripts, dramatized feature scripts, sports commentaries, business news, research, suggested programs, also television news shows.)

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DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

Advance Recording Products Co.
Long Island City 1, N. Y., 36-12 34th St.; I. H. Goldman, Mgr.; Tel: Stillwell 4-7837
Products: Recording disc

Allied Radio Corp.
Chicago 7, 833 W. Jackson Blvd.; Gordon Hough, Mgr.; Tel: Haymarket 1-6800
Products: Broadcast station equipment and supplies for immediate shipment. Audio equipment, amplifiers, condensers, C.A.A. approved tower light control, Daven attenuators, equalizers, disc and tape recording equipment, resistors, patch panels and cords, pickups and turntables, public address systems, receivers, microphones, noise and distortion measuring equipment, test equipment, transformers, transcription players

Allied Recording Products Co.
Long Island City 1, N. Y., 21-09 43rd Ave.; Murray Lehrer, Mgr.; Tel: Stillwell 4-2318
Products: Recording blanks and machines

Altec Lansing Corp.
Beverly Hills, Calif., 9356 Santa Monica Blvd.; A. A. Ward, Mgr.; Tel: Crestview 5-5101
New York, 161 6th Ave.; H. S. Morris, Mgr.; Tel: Algonquin 5-3636
Products: Microphones, audio amplifiers, loudspeakers, transformers, speech input consoles

American Microphone Co.
Pasadena 1, Calif., 370 S. Fair Oaks Ave.; Grover N. Christensen, Mgr.; Tel: Ryan 1-7444
Products: Microphones, microphone stands, transformers, electronic equipment

American Volume Control Corp.
New York 6, 115 Liberty St.; Dave Parkhurst, Mgr.; Tel: Beekman 3-0224-25
Products: Volume controls, potentiometers, resistance cords

Amperex Electronic Corp.
Brooklyn 1, N. Y., 25 Wash. St.; Sam Norris, Mgr.; Tel: Main 5-2050
Products: Tubes

Amperite Co., Inc.
New York 12, 561 Broadway; Tel: Canal 6-1446; S. Ruttenberg, Mgr.;
Products: FM-Microphones (ribbon, dynamics)

Ampex Electric Corp.
Redwood City, Calif., 934 Charter St.; E. G. Swanson, Mgr.; Tel: Emerson 8-1471
Products: High fidelity magnetic tape recorders for audio and instrumentation recording

Amplifier Corp. of America
New York 13, 398 Broadway; Sidney Karr, Mgr.; Tel: Digby 9-1890
Products: AM-FM—Magnetic tape recorders; tape demagnetizers; flutter meters; audio amplifiers

Andrew Corp.
Chicago 19, 363 E. 75th St.; John A. Estelle, Mgr.; Tel: Triangle 4-4400
Bergenfield, N. J., 18 A Georgian Ct.; Karl Sterne, Mgr.; Tel: Dumont 4-5688
Simi, Calif.; Victor J. Andrew, Mgr.
Products: AM, FM—Transmission lines, tower lighting equipment and antenna specialties, FM transmitting antennas

Ansley Radio & Television, Inc.
Meriden, Conn., 85 Tremont St.; Robert G. Kramer, Mgr.; Tel: Meriden 5-0660
Products: AM, FM—Radios. Electronic, test equipment

Audicraft, Inc.
Brooklyn 11, N. Y., 77 S. 5th St.; Arnold J. Siegel, Mgr.; Tel: Evergreen 8-1156-5667
Products: Facsimile—Public address horn loudspeakers

Audio Devices, Inc.
New York 22, 444 Madison Ave.; Bryce Haynes, Mgr.; Tel: Plaza 3-0973
Hollywood 46, 1006 N. Fairfax Ave.; Alan H. Bodge, Mgr.; Tel: Hollywood 9-8902
Products: Recording discs; recording, playback points; magnetic recording tape

Audio & Video Products Corp.
New York 19, 730 Fifth Ave.; Russell O. Hudson, Mgr.; Tel: Plaza 7-3091
Products: Magnetic tape recorder, accessories, supplies; complete line amplifiers, monitors, loudspeakers and baffles; pre-recorded magnetic tape, pickups, equalizers, turntables, etc. FM: Same. Facsimile: Synchronous magnetic tape recorders for delayed broadcasting of facsimile

Audio-Master Corp.
New York 17, 341 Madison Ave.; Herbert Rosen, Mgr.; Tel: Murray Hill 3-3881
Products: Three speed record, transcription players; tape playback units; recording tape

Berlant Associates
Los Angeles 16, 4917 W. Jefferson Blvd.; Emmanuel Berlant, Mgr.; Tel: Parkway 2196
Chagrin Falls, Ohio, 210 S. Franklin; Neil Hoskins, Mgr.; Tel: Chagrin Falls 7-6136
Clayton, Mo., 139 N. Central; Lee Maynard, Mgr.; Tel: Lakeside 1537
Dallas, 643 Coombs Creek Dr.; G. W. Delzell, Mgr.
Honolulu, T. H., 2618 Oahu Ave.; John B. Skewis, Mgr.; Tel: 99-0484
Los Angeles 4, 6214 W. Manchester; Vern Maynard, Mgr.; Tel: Oregon 8-2134
New York, 41 E. 47 St.; Avery Fisher, Mgr.; Tel: Murray Hill 8-1520
San Francisco, 1355 Market St.; E. L. Berman, Mgr.: Tel: Klondike 2-2311
Seattle, 4130 1st Ave., S.; Marshall & Ralph James, Mgr.; Tel: Eliot 8882
Products: Magnetic tape recorders; network recorder for broadcast, recording studio and industrial installation

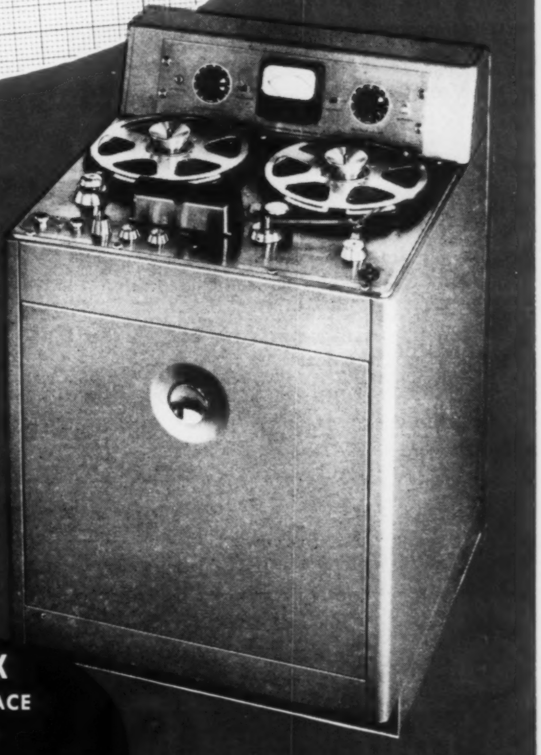
(Continued on page 392)

• *Something worth thinking about—*

Are Daily Adjustments *Upping* Your Operating Costs?

There's a big factor showing up in the tape recording world . . . it's the tragedy of *High Maintenance Costs*. Many radio stations are confronted with the daily ritual of recorder checking and adjusting. Added to the time cost of such inspections is the cost of frequent parts replacements and loss of program time.

In contrast, Ampex users find their equipment will operate continuously eighteen hours a day with but infrequent inspection. Upkeep and replacements are almost nil; heads have remarkably long life. Ampex performance is constant over long periods of continuous operation. Long life with low maintenance is assured in each Ampex recorder by high manufacturing standards and complete test of each machine before shipment. It all adds up to one sure fact—Ampex quickly pays for itself out of savings from lower operating costs and added dependability.



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AMPEX
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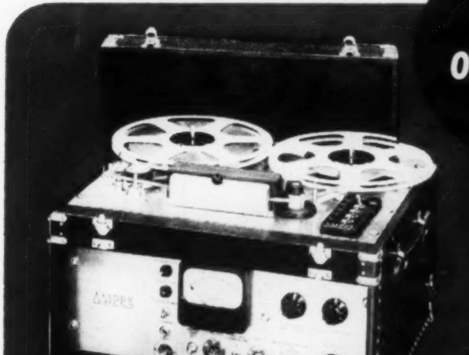

SERIES 400-A

Complete Specifications on Request

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Magnetic Tape Recorders

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REDWOOD CITY • CALIFORNIA
Dealers in Principal Cities

AX-71

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DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 390)

Blaw-Knox Div. of Blaw-Knox Co.
Pittsburgh 30, P. O. Box 1198; E. J. Staubitz, Mgr.; Tel: Sterling 1-2700
Products: AM—Vertical radiators. FM—Supporting antenna towers. Facsimile: Same

The William Brand & Co., Inc.
Willimantic, Conn., North & Valley Sts.; R. H. Robinson, Mgr.; Tel: Willimantic 3-1661
Chicago, 1313 W. Randolph St.; E. W. Brinson, Mgr.; Tel: Seeley 8-0345
Products: Insulating materials

Burgess Battery Co.
Freeport, Ill., Foot of Exchange St.; L. H. Harriss, Mgr.; Tel: Main 3300
Chicago 2, 6 S. Crawford; H. E. Chabot, Mgr.; Tel: Nevada 2-2771
Los Angeles 15, 2230 W. 11th St.; V. T. Rupp, Mgr.; Tel: Prospect 9516
New York 11, 76 Ninth Ave.; R. V. Widmer, Mgr.; Tel: Chelsea 2-2270
Products: Dry batteries

Califone Corp.
Hollywood 38, 1041 N. Sycamore Ave.; Robert G. Metzner, Mgr.; Tel: Hudson 22353
Products: Portable transcription players, high fidelity magnetic tape recorders

Cambridge Thermionic Corp.
Cambridge 38, Mass., 445 Concord Ave.; Clarence Cheney, Mgr.; Tel: Trowbridge 6-2800
Products: Frequency check service

Canadian Marconi Co.
Montreal, Que., Canada, 2442 Trenton Rd., town of Mount Royal; C. E. Tremblay, Mgr.; Tel: Atlantic 9441
Halifax, N. S., 572-578 Barrington St.; D. J. Murphy, Mgr.; Tel: 31325
St. John's, Nfld., 3 Prescott St.; W. A. Brown, Mgr.; Tel: 38904
Toronto, Ont., 861 Bay St.; S. Slinger, Mgr.; Tel: Midway 0976
Vancouver, B. C., 550 Burrard St.; L. S. Hawkins, Mgr.; Tel: 0464
Winnipeg, Man., 149 Portage Ave. E.; W. F. Souch, Mgr.; Tel: 927255
Products: Transmitter, studio equipment, turntables, remote control equipment, transmitting and receiving tubes. FM: Turnstile antennas, transmitters. Facsimile: Transmitters, recorders

Cannon Electric Co.
Los Angeles 31, 3209 Humboldt St.; Don Davis, Mgr.; Tel: Capitol 5-1251
Benton Harbor, Mich., 267 Territorial St.; L. A. Whitney, Mgr.; Tel: Benton Harbor 52641
East Haven 12, Conn., 191 Kimberly Ave.; E. C. Quackenbush, Mgr.; Tel: Hobart 76329
Toronto, Ont., 2451 Danforth Ave.; Leonard Brooks, Mgr.
Products: Multi-contact electric connectors-hi-voltage, low-voltage; component parts and sound equipment

Cardinal Corp.
Louisville, Ohio, P. O. Box 72; John F. Grinnan, Mgr.
Products: Record storage rack

CALIFONE LIGHTWEIGHT, PORTABLE, TRANSCRIPTION PLAYERS

America's Most Popular Because It's America's Most Portable!

EASIER TO CARRY THAN A PORTABLE TYPEWRITER. 3-Speed. Professional Quality, for 7" to 17¼" Recordings.

MODEL 12MU
3-speed, 10" turntable, wrist-action pick-up. 8" Alnico V Speaker, 8 Watt push-pull Amplifier. Public Address Mixer on Slanting Control Panel. Weight 15 lbs. Dimensions 13½", 15½", 8½".

MODEL 6U
3-speed, 9" turntable, wrist-action pick-up. 9" oval speaker, high quality amplifier. Weight 11 lbs. Dimensions 10½"; 15", 7"

Califone lightweight, portable Transcription Players are Standard Equipment in over 950 broadcast stations. Unequaled portability, Superb Tonal Quality, Wrist-Action Pick-up and Varipole Speed Tuning are a few of the many features that make Califone *your greatest value* in the portable transcription player field. Professional Discount To Radio Stations and Advertising Agencies. WRITE FOR DETAILS.

CALIFONE CORPORATION

1041 N. SYCAMORE AVENUE, HOLLYWOOD 38, CALIFORNIA

Clarkstan Corp.
Los Angeles 64, 11921 W. Pico Blvd.; R. S. Clarke, Mgr.; Tel: Arizona 9-6129
Products: Audio sweep frequency generators (AM & FM) and transcriptions; records; wide range reproducers, tone arms, equalizers, audio transformers, needle force gauges, recording stylii

Classophone, Inc.
New York, 42-08 Vernon Blvd.; Augusta S. Spector, Mgr.; Tel: Stillwell 6-1370
Products: Phonograph record holders

Clebar Watch Agency
New York 17, 521 Fifth Ave.; Edward Trauner, Mgr.; Tel: Murray Hill 2-3890
Products: Precision timers, stop watches

Collins Radio Co.
Cedar Rapids, 855 35th St., N. E.; R. H. Hollister, Mgr.; Tel: 3-0281
Burbank, Calif., 2700 W. Olive Ave.; Carl W. Service, Mgr.; Tel: Charleston 0-7117
Dallas 2, 1937 Irving Blvd.; James G. Flynn, Jr., Mgr.; Tel: Riverside 5126
Knoxville, Dogwood Rd., Fountain City; J. F. Stanbery, Mgr.; Tel: 6-4378
New York 18, 11 W. 42nd St.; W. J. Barkley, Mgr.; Tel: Longacre 4-3930—2-3
Products: Complete stations—250 watt, 1, 5, 10 & 50 kw transmitters, studio consoles, monitoring, program and pre-amplifiers, specially designed studio installations, remote pickup amplifiers, antenna tuning units and tower lighting chokes. FM: Same plus 3, 25 kw transmitters and accessories, antennas and accessories

Commercial Radio-Sound Corp.
New York 22, 231 E. 47 St.; Arthur W. Schneider, Mgr.; Tel: Plaza 9-5100
East Hartford 8, Conn., 673 Conn. Blvd.; W. Braden, Mgr.; Tel: Hartford 8-6544
Newark 2, 1060 Broad St.; L. Jaffe, Mgr.; Mitchell 3-8239
Products: Sound effects machines, speech input, rack and console wiring, audition equipment, jack cleaning tool

Communications Co., Inc.
Coral Gables, Fla., P. O. Drawer 6250; R. E. Graham, Mgr.; Tel: 4-0846
Products: HF and VHF base station equipment. Mobile equipment for airport vehicles. Control tower equipment. FM: VHF base station, mobile equipment

Conrac, Inc.
Glendora, Calif., 19217 E. Foothill Blvd.; W. J. Moreland, Mgr.; Tel: Fleetwood 5-1241
Products: Private brand receivers

Continental Electronics Mfg. Co.
Dallas, 4212 S. Buckner Blvd.; W. M. Witty, Mgr.; Tel: Evergreen 1137
Products: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus

The Daven Co.
Newark 4, N. J., 191 Central Ave.; E. Grayson, Mgr.; Tel: Mitchell 2-6555
Products: Components: Variable fixed and tone compensating attenuators, attenuators with built-in cueing feature, single and dual potentiometers, multipliers, faders, step-type rheostats, special step-type rotary switches, super precision wire-wound resistors, hermetically-sealed resistors. Test sets: Transmission measuring sets (rack type and portable), attenuation boxes, output meters, power output meters, volume level indicators, power level indicators, decade voltage dividers, program line equalizers, electronic frequency meters, decade resistance boxes, power supply ratio arm boxes and logarithmic resistor boxes, speech input equipment, noise and distortion meters. FM: RF fixed and variable attenuators, speech input equipment, noise and distortion meters

DeWald Radio Mfg. Corp.
Long Island City 1, N. Y., 35-15 37th Ave.; L. N. Weiss, Mgr.; Tel: Stillwell 4-9334
Products: Receivers

Dresser Equipment Co.—IDECO Division
Columbus 8, Ohio, 875 Mich. Ave.; J. Roger Hayden, Mgr.; Tel: University 2123
Products: Steel towers—self-supporting and guyed types. Micro-wave relay towers. FM: Self-supporting and guyed steel towers

Eastern Air Devices, Inc.
Brooklyn 17, N. Y., 585 Dean St.; E. A. Janse, Mgr.; Tel: Sterling 3-3406
Products: Sub-fractional horsepower motors and blowers

Eastern Mike-Stand Co.
Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Mgr.; Tel: Dickens 2-3538
Products: Microphone stands

Eidson Electronic Co.
Temple, Texas, 1802 N. Third St.; Merrill Eidson, Mgr.; Tel: 3-3901
Products: Quartz crystal units. Frequency measuring service

Eitel-McCullough, Inc.
San Bruno, Calif., 798 San Mateo Ave.; Orrin H. Brown, Mgr.; Tel: Juno 8-1212
Products: Transmitting type vacuum tubes for RF driver and output stages in VHF and UHF services; air system sockets; power tube hardware

Electrical Tower Service, Inc.
Peoria, Ill., P. O. Box 1205; Merle Cupp, Mgr.; Tel: Peoria 39846
Products: Manufacturers, installers and erectors of all type towers and antennas and other equipment used in these installations

(Continued on page 396)

NEXT BEST THING TO A "SKY-HOOK!"

"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

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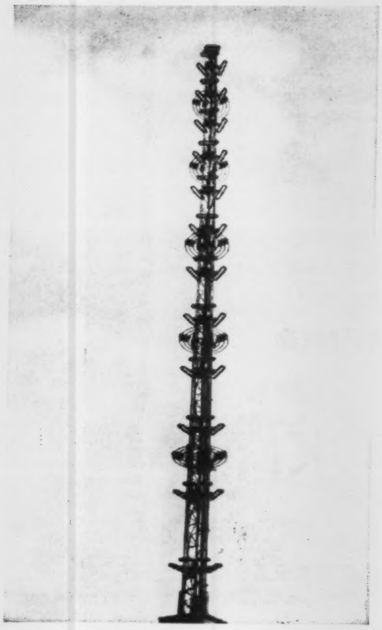
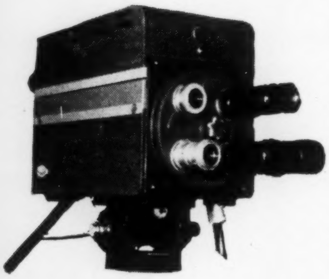


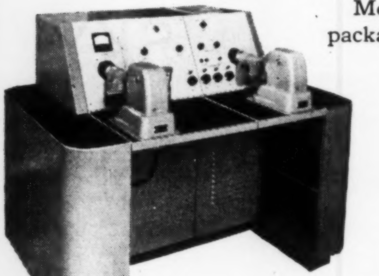
...FROM A SINGLE,

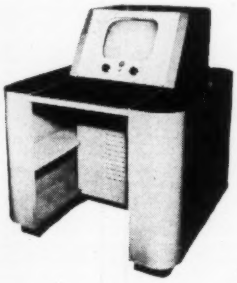


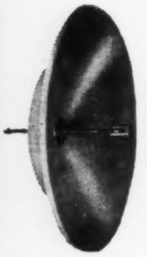
For AM, FM, or TV – for every broadcast need – call Graybar first. Not only can you get the nation's most outstanding lines of equipment via Graybar, but you also take full advantage of the *know-how* gained through our 25 years of service to the broadcasting industry.

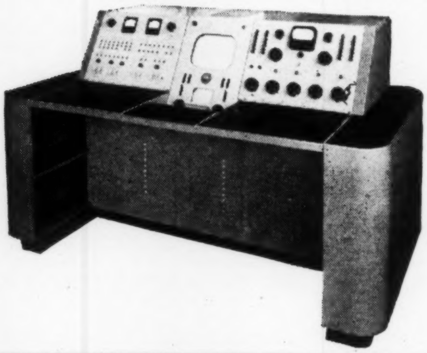
Graybar Broadcasting Department Managers know broadcasting problems intimately . . . can offer you experienced help in solving them . . . are well-qualified to assist in planning every phase of station construction, expansion, or modernization.

Moreover, Graybar today offers a complete packaged planning and supply service for new TV









Graybar's nation-wide network of more than 100 offices and warehouses assures convenient service on all your broadcasting requirements — no matter where you are located!

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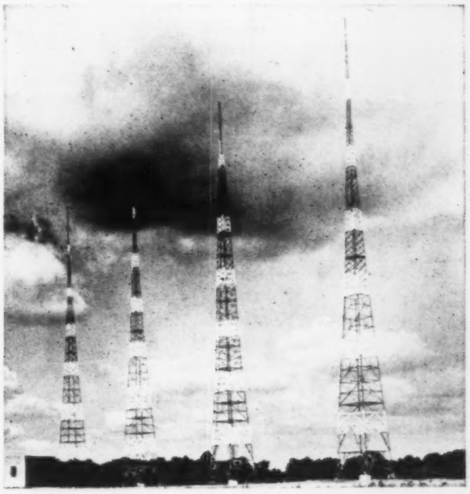
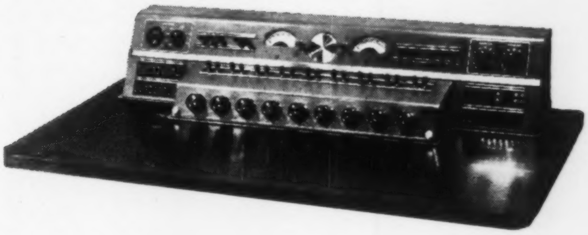
installations. From camera to antenna, Graybar Broadcasting Department Managers will work with you or your consulting engineers to develop practical solutions to any TV problem.

Graybar also distributes a complete line of supplies for studio and tower lighting, as well as everything else you require for wiring, ventilating, and signaling systems. In these fields, too, Graybar Specialists are available to help you plan.

Discuss your needs with your near-by Graybar Representative – let him help you plan ahead for on-time deliveries. *Graybar Electric Co., Inc., 420 Lexington Avenue, New York 17, N. Y.* 205





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Memphis
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*** One of the 19 key cities where you will find a Graybar Broadcasting Department Manager. Contact him for technical guidance and help in equipment selection for any AM, FM, or TV application.**

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Manufactured By . . . Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 392)

Electro-Voice, Inc.

Buchanan, Mich., Carroll & Cecil Sts.; Webster F. Soules, Mgr.; Tel: Buchanan 1000
New York 16, 13 E. 40th St.; Jack Willson, Mgr.; Tel: Murray Hill 9-0200
Products: Microphones, dynamic velocity, crystal and carbon types. High fidelity loudspeakers, coaxial and separate 2-, 3- and 4-way types. Speaker enclosures, base reflex and folded-horn, corner types. Microphone stands and accessories. FM: Same

Electronic Service Corp.

Louisville, 121 S. 7th St.; S. A. Cisler, Mgr.; Clay 4811, 4150
Lincoln, Nebr., c/o K L M S; H. A. Shuman, Mgr.; Tel: 2-7579
San Francisco, 2000 27th St.; S. A. Cisler, Mgr.
Products: Buy and sell all types new and used equipment

The Elmor Co.

Chicago 2, 29 E. Madison St.; M. J. Stillman, Mgr.; Tel: Central 6-9672
Products: Stop watches, timers, chronographs

Emerson Radio and Phonograph Corp.

New York 11, 111 Eighth Ave.; Stanley M. Abrams, Mgr.; Tel: Oregon 5-7000
Products: Receivers

Espey Mfg. Co., Inc.

New York 21, 528 E. 72nd St.; William W. Jablon, Mgr.; Tel: Trafalgar 9-7000
Products: AM, FM: Receivers; tuners; amplifiers; power supplies

Fairchild Recording Equipment Corp.

Whitestone, N. Y., 154th St. & 7th Ave.; Ray F. Crews, Mgr.; Tel: Independence 3-2100
Products: Sound recorders (disc and magnetic tape)

Federal Telephone and Radio Corp.

Clifton, N. J., 100 Kingsland Rd.; C. J. Harrison, Mgr.; Tel: Nutley 2-3600
Wash. 6, D. C., 1025 Conn. Ave., N.W.; E. J. Girard Mgr.; Tel: Executive 1697
Products: Transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies

Gates Radio Co.

Quincy, Ill., 123 Hampshire St.; Fred O. Grimwood, Mgr.; Tel: 8202
Houston, 2700 Polk Ave.; Wayne Marcy, Mgr.; Tel: Atwood 8536
Montreal 16, Que., 2442 Trenton Ave.; C. E. Tremblay, Mgr.; Tel: Atlantic 9441
New York 16, 13 East 40th St.; L. J. Cervone, Mgr.; Tel: Murray Hill 9-0200
Wash. 5, D. C., 13th & E Sts., N.W.; O. J. McReynolds, Mgr.; Tel: Metropolitan 0522
Products: Transmitters, speech equipment, turntables, recording equipment, microphones. FM—Transmitters, studio equipment, antennae, coaxial cable

General Electric Co.

Syracuse N. Y., Electronics Park; F. P. Barnes, Mgr.; Tel: 76-4411
Atlanta, 187 Spring St., N. W.; J. M. Comer, Jr.; Tel: Walnut 9767
Boston, 140 Federal St.; A. F. Wild, Mgr.; Tel: Hubbard 2-1800
Chicago, Merchandise Mart; L. Naum, Mgr.; Tel: Whitehall 4-3915
Cincinnati, 215 W. 3rd St.; J. Wall, Mgr.; Tel: Parkway 3431
Dallas, Normal Bldg.; J. H. Douglas, Mgr.; Tel: Prospect 7-4893
Houston, 4604 S. Main; H. W. Granberry, Mgr.; Tel: Justin 0657
Los Angeles, 530 W. Sixth St.; F. R. Walker, Mgr.; Tel: Trinity 3417
New York, 570 Lexington Ave.; C. J. Simon, Mgr.; Tel: Plaza 5-1311
Philadelphia, 1405 Locust St.; J. W. I. Cody, Mgr.; Tel: Pennypacker 5-9000
San Francisco, 235 Montgomery; C. T. Haist, Mgr.; Tel: Douglas 2-3740
Wash., D. C., 806 15th St., N.W.; R. J. Brown, Mgr.; Tel: Executive 3613
Products: AM-FM transmitters, receivers, antennas, frequency and modulation monitors, studio-transmitter relay equipment, speech input and test equipment, transmitting and receiving tubes, audio amplifiers, consolettes, cabinet racks, pickups. Facsimile: Receivers, transmitter

General Instrument Corp.

Elizabeth 3, N. J., 829 Newark Ave.; E. A. Freed, Mgr.; Tel: Elizabeth 3-4400
Chicago, 3147 Logan Sq.; Lee Ballengee, Mgr.; Tel: Albany 2-6466
Products: Special electronic and electro-mechanical components, auto radio tuners, variable capacitors, record changers

Graybar Electric Co., Inc.

New York 17, 420 Lexington Ave.; J. W. LaMarque, Mgr.; Tel: Lexington 2-4000
Atlanta 1, 333 North Ave., N.W.; E. W. Stone, Mgr.; Tel: Cypress 1751
Boston 16, 287 Columbus Ave.; J. P. Lynch, Mgr.; Tel: Kenmore 6-4567
Chicago 7, 850 W. Jackson Blvd.; E. H. Taylor, Mgr.; Tel: Canal 6-4100
Cincinnati 10, 115-129 W. McMicken Ave.; W. H. Hansher, Mgr.; Tel: Main 0600
Cleveland 14, 1010 Rockwell Ave.; A. C. Schwager, Mgr.; Tel: Cherry 1-1360
Dallas 1, 717 Latimer St.; C. C. Ross, Mgr.; Tel: Randolph 6452
Detroit 1, 55 W. Canfield Ave.; P. L. Gundy, Mgr.; Tel: Temple 1-5500
Houston, 1702 Cullen Blvd.; R. T. Asbury, Mgr.; Tel: Atwood 4571
Jacksonville 1, 12th & Main Sts.; W. C. Winfree, Mgr.; Tel: Jacksonville 6-7611
Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel: Baltimore 1644
Long Island City 1, 21-15 Bridge Plaza, N.; J. J. Connolly, Mgr.; Tel: Stillwell 6-5858
Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Tel: Angelus 3-7282
Minneapolis 15, 824 S. Fourth St.; C. W. Greer, Mgr.; Tel: Geneva 1621
Philadelphia 7, 910 Cherry St.; J. W. Crockett, Mgr.; Tel: Walnut 2-5405
Pittsburgh 12, 900 Ridge Ave.; R. F. Grossett, Mgr.; Tel: Allegheny 1-4100
Richmond 19, Va., 10 S. Sixth St.; E. C. Toms, Mgr.; Tel: Richmond 7-3491
San Francisco 3, 1750 Alameda St.; K. G. Morrison, Mgr.; Tel: Market 1-5131
Seattle 4, King & Occidental Sts.; D. I. Craig, Mgr.; Tel: Mutual 0123
St. Louis 3, 2542 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel: Newstead 4700
Products: Transmitters, antennae, antenna towers, transmission line products, phase monitors, antenna phasing equipment, transmitter and studio measuring equipment, speech input equipment, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, meters, electron tubes, relays, keys, condensers, jacks, mountings, thermistors, varistors, sound measuring equipment, public utility radio-telephone equipment, motor generators, emergency power plants and associated apparatus, tape recorders and reproducers, mobile, vehicle and railroad radio telephone equipment

The Hallicrafters Co.

Chicago 24, 4401 W. Fifth Ave.; William J. Halligan, Jr., Mgr.; Tel: Van Buren 6-6300
Products: AM—Receivers. FM: Receivers; portable and low powered industrial two-way radio telephone

The Hammarlund Mfg. Co., Inc.

New York 1, 460 W. 34th St.; W. E. Darden, Mgr.; Tel: Longacre 5-1300
Products: Receivers, communication (6 bands); variable air capacitors; remote control equipment

Harvey Radio Co., Inc.

New York 18, 103 W. 43rd St.; Harvey E. Sampson, Mgr.; Tel: Luxemburg 2-1500
Products: Electronic distributors of broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems, radio parts

Hewlett-Packard Co.

Palo Alto, Calif., 395 Page Mill Rd.; W. Noel Eldred, Mgr.; Tel: Davenport 2-4651
Products: AM—Test oscillators, distortion analyzers, vacuum tube voltmeters. FM: Audio signal generators, distortion analyzers, high frequency vacuum tube voltmeters, frequency and modulation monitors

Hogan Labs., Inc.

New York 14, 155 Perry St.; Elliott Crooks, Mgr.; Tel: Chelsea 2-7855
Products: Facsimile equipment for broadcast via FM and inter-studio or inter-office communciation

Hughey & Phillips

Los Angeles 4, 4075 Beverly Blvd.; Paul Hennes, Mgr.; Tel: Normandy 3-2247
New York 17, 60 E. 42nd St.; H. J. Geist, Mgr.; Tel: Murray Hill 7-1550
San Francisco 5, 272 Fremont St.; William McWatters, Mgr.; Tel: Exbrook 2-4464
Products: Complete line tower lighting equipment, including complete kits comprising every item of material necessary to wire and light a tower in compliance with CAA and FCC requirements; also alarm circuit equipment for microwave stations. FM: Same

Hytron Radio & Electronics Co. (A Div. of CBS, Inc.)

Salem, Mass., 76 Lafayette St.; John Q. Adams, Mgr.; Tel: Salem 2260
Chicago 39, 4000 W. North Ave.; George M. Deters, Mgr.; Tel: Capitol 6500
New York 16, 432 Fourth Ave.; F. H. Garcelon, Mgr.; Tel: Murray Hill 4-4178-79
Products: Receiving, transmitting, special purpose tubes

Jennings Radio Mfg. Co.

San Jose, Calif., 970 McLaughlin Ave.; Calvin K. Townsend, Mgr.; Tel: Cypress 2-4025
Products: Vacuum fixed capacitors; vacuum variable capacitors; vacuum switches. FM—Small vacuum capacitors for transmitters only

Jensen Mfg. Co.

Chicago 38, 6601 S. Laramie Ave.; Ralph P. Glover, Mgr.; Tel: Portsmouth 7-7600
Products: Triaxial, coaxial and single-unit direct radiator loudspeakers and loudspeaker cabinets for monitoring, talk-back; public address systems. FM—Same.

Johns-Manville Sales Corp.

New York 16, 22 E. 40th St.; Paul J. Washburn, Mgr.; Tel: Lexington 2-7600
Products: Acoustical materials

E. F. Johnson Co.

Waseca, Minn.; 206 2nd Ave., S.W.; M. W. Will, Mgr.; Tel: 990
Products: AM—Phasing equipment—antenna coupling units, coaxial line and fittings, sampling loops, tower lighting filters, inductors, switches, meters, capacitors, isolation inductors, insulators. FM: Coaxial line and fittings—FM iso coupler

Kaar Engineering Co.

Palo Alto, Calif., 2995 Middlefield Rd.; Norman C. Helwig, Mgr.; Tel: Davenport 3-9001
Products: FM—Mobile communication transmitters, receivers

(Continued on page 398)

What's in a Name?

15,000 watt High Speed Telegraph Transmitter for Inter-continental service

Way back in 1922, the late Henry C. Gates, well known industrialist, decided to make the name GATES synonymous with service in the electronics field.

Today, 30 years later, it would be a rare exception to find anyone who does not know about GATES products.

One of the oldest manufacturers of electronic equipment in the world, the GATES RADIO COMPANY specializes in radio transmitting equipment of all types — AM, FM, TV, Communications, etc.

By so specializing — and through production efficiency —GATES is able to offer higher quality at more modest prices.

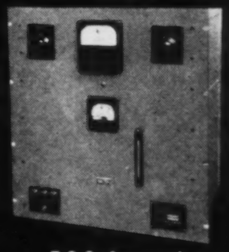
No job is too large or small, too complex or simple for GATES to tackle.

Because GATES itself manufactures a large number of the components that go into finished GATES equipment, designs are not assemblies built to the convenience of someone else's particular size of material.

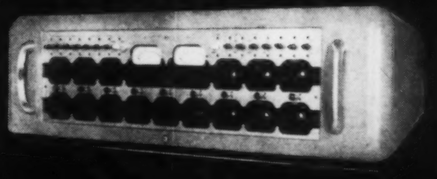
This means GATES offers "custom-built" quality and efficiency at prices that pleasantly surprise.

All of these points are of outstanding importance to you — are specific reasons for wanting your transmitting equipment to bear that familiar and trusted name — GATES.

Turntable

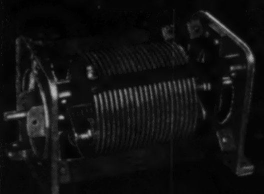


F.C.C. Approved Frequency Monitor



Dual Channel Speech Input System

GATES Supercabe Co-ax



GATES Inductor

Tube Sockets for High Powered Tubes

GATES PRODUCTS

• Commercial broadcasting equipment • Commercial communications transmitting equipment • Television transmitting equipment • Frequency modulated transmitting equipment • Mobile transmitting equipment • Audio equipment including: broadcast, recording, public address • Specially designed electronic instruments including: vibration fatigue apparatus, laboratory hearing aid equipment, recording equipment • And many other items.

GATES

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

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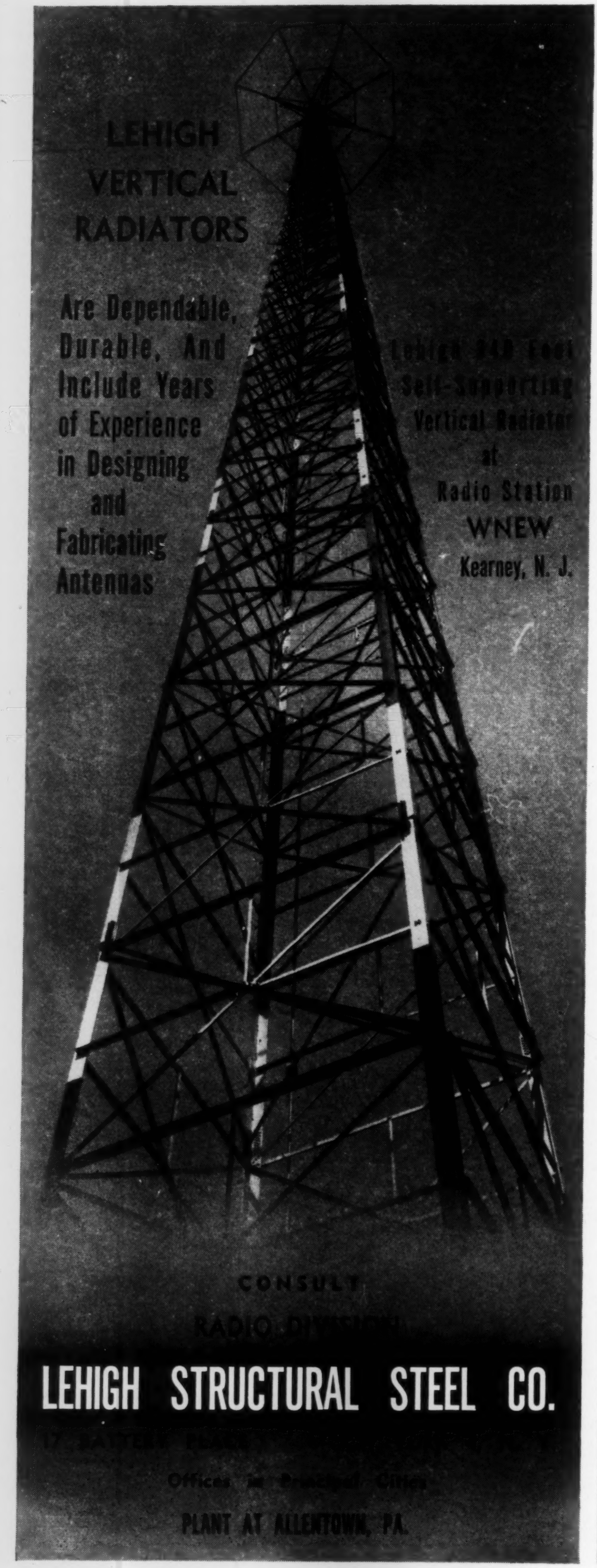
Canadian Marconi Company, Montreal, Quebec


LEHIGH VERTICAL RADIATORS
Are Dependable, Durable, And Include Years of Experience in Designing and Fabricating Antennas
Lehigh 940 Foot Self-Supporting Vertical Radiator at Radio Station WNEW Kearney, N. J.
CONSULT RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE [illegible]
Offices in Principal Cities
PLANT AT ALLENTOWN, PA.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 396)

James B. Lansing Sound, Inc.
Los Angeles 39, 2439 Fletcher Dr.; William H. Thomas, Mgr.; Tel: Normandy 3-2545
Products: High fidelity loudspeakers; divided network loudspeaker systems, high frequency drivers, acoustic lens

The LaPointe Plascomold Corp.
Windsor Locks, Conn.; Fred A. Hess, Mgr.; Tel: Windsor Locks 1690
Products: FM—UHF, VHF tower; receiving antennas

Leach Relay Co.
Los Angeles 3, 5915 Avalon Blvd.; James L. Elliott, Mgr.; Tel: Adams 8221
Products: Electrical relays

Lehigh Structural Steel Co.
New York, 17 Battery Pl.; J. F. Neary, Mgr.; Tel: Whitehall 4-1424
Washington, D. C., 2539 Pa. Ave., N.W.; Mrs. Alva J. Myers, Mgr.; Tel: Dupont 3457
Products: AM: Towers-vertical radiators; FM; facsimile: Supporting towers

Lewis & Kaufman, Inc.
Los Gatos, Calif., 90 El Rancho Ave.; Jack Kaufman, Mgr.; Tel: El Gato 4-3540
Products: Transmitting tubes

John E. Lingo & Son, Inc.
Camden 5, 2814 Buren Ave.; John E. Lingo, Mgr.; Tel: Woodlawn 4-0487
Products: Tubular steel vertical radiators; VHF antennas and supporting towers. FM: Antennas and supporting towers. Facsimile: Supporting poles

Machlett Laboratories Inc.
Springdale, Conn., 1063 Hope St.; H. J. Hoffman, Mgr.; Tel: Stamford 4-5781
Products: High power transmitting and rectifier tubes. FM—Same.

Magnecord, Inc.
Chicago 1, 360 N. Mich. Ave.; C. G. Barker, Mgr.; Tel: Andover 3-3737
Products: Magnetic tape and film recorders, reproducers

Magnetic Recorders Co.
Los Angeles 46, 7120 Melrose Ave.; E. G. Van Leeuwen, Mgr.; Tel: Webster 3-5545
Products: Tape recording equipment

Measurements Corp.
Boonton, N. J.; Nelson C. Doland, Jr., Mgr.; Tel: Boonton 8-2131
Products: Test equipment—Standard signal, pulse, square wave generators; UHF radio noise and field strength, megohm meters; peak voltmeters, R.F. attenuators, crystal calibrators; intermodulation, megacycle meter; inductance, capacitance bridges, vacuum tube voltmeters, special test instruments. FM signal generators. Special precision components: Condensers, coils and resistors

Merit Coil & Transformer Corp.
Chicago 40, 4427 N. Clark St.; W. J. Barron, Mgr.; Tel: Longbeach 1-6311
Products: Audio and power transformers; reactors

Milo Radio & Electronics Corp.
New York 7, 200 Greenwich St.; M. Putterman, Mgr.; Tel: Beekman 3-2980
Products: Wholesale distributors all standard brand radio-electronic equipment

Minnesota Mining and Mfg. Co.
St. Paul 6, 900 Fauquier Ave.; Roy J. Gavin, Mgr.; Tel: Cedar 3071
Atlanta 3, 133 Carnegie Way; C. M. Jacobson, Mgr.; Tel: Lamar 5621-22
Boston 10, 51 Sleeper St.; E. F. Gregg, Mgr.; Tel: Hancock 6-2586
Buffalo 3, N. Y., 210 Ellicott St.; J. J. McDonald Mgr.; Tel: Cleveland 4965-66
Chicago 8, 1500 S. Western Ave.; A. J. Forss, Mgr.; Tel: Monroe 6-6126
Cincinnati 2, 49 Central Ave.; J. J. O'Brien, Mgr.; Tel: Parkway 5700-01-02
Cleveland 13, 1200-1220 W. 9th St.; J. J. O'Brien, Mgr.; Tel: Boulevard 2-5200
Dallas 1, 212 S. St. Paul St.; S. P. Van Arsdall, Mgr.; Tel: Riverside 4633
Detroit 13, 8825 Grinnel Ave.; J. J. O'Brien, Mgr.; Tel: Trinity 5-7111
Grand Rapids 4, 815 Monroe Ave., N. W.; A. J. Forss, Mgr.; Tel: Glendale 6-8577, 6-8578
High Point 3, N. C., 1501 S. Main St.; C. M. Jacobson, Mgr.; Tel: 3496
Hollywood 36, 446 N. La Brea; R. J. Gavin, Mgr.; Tel: Webster 11289
Los Angeles 54, 6411 Randolph St., M. D. Benson, Mgr.; Tel: Angelus 3-6131
New York, 700 Grand Ave. (Ridgefield, N. J.); E. F. Gregg & J. J. McDonald, Mgrs.; Tel: Morsemere 6-6700
Philadelphia 8, 401 N. Broad St.; C. M. Jacobson, Mgr.; Tel: Lombard 3-2900
Pittsburgh 19, Plaza Bldg.; J. J. O'Brien, Mgr.; Tel: Atlantic 1-2075-76-77
St. Louis 8, 3700 Forest Park Blvd.; S. P. Van Arsdall, Mgr.; Tel: Lucas 5269
St. Paul 1, Minn. (District Sales Office only), 367 Grove St.; R. J. Gavin, Mgr.; Tel: Cedar 3071
San Francisco 10, 450 Alabama St.; M. D. Benson, Mgr.; Tel: Underhill 3-4480
Seattle 4, 1242 6th Ave., S.; M. D. Benson, Mgr.; Tel: Seneca 4554-55-56-57
Products: "Scotch" brand magnetic sound recording tape, film; related accessories. "Scotch" brand splicing, leader and timing tape

Moody Machine Products Co., Inc
Providence 5, 42 Dudley St.; Jack Moody, Mgr.; Tel: Gaspee 1-3317
Products: Precision screw driver, drill & driver, wrench sets, scribers

Mycalex Corp. of America
New York 20, 30 Rockefeller Plaza; Tel: Columbus 5-5989
Clifton, N. J. (plant, gen'l offices), 60 Clifton Blvd.; J. L. Robertson, Mgr.; Tel: Prescott 9-8866
Products: AM, FM, facsimile—Glass-bonded mica high frequency low loss insulation, compression-molded and injection-molded grades; miniature and sub-miniature tube sockets

(Continued on page 400)

SCOTCH
Sound Recording Tape

GROUCHO MARX and Bob Dwan (co-director of "You Bet Your Life" with Bernie Smith) check the tape of a recent broadcast. Tight, noisefree splices are easily made — the only equipment required is ordinary scissors and "Scotch" Splicing Tape.

Groucho takes to tape

Sparkling wit -I- skillful tape editing = radio's top quiz show... "YOU BET YOUR LIFE" (NBC)

How funny would a comedian be without his script writers? Groucho Marx supplies the hilarious answer to that one every week on "You Bet Your Life". His deft ad libs ("You say you're a philatelist? So am I...I figure if it's gonna happen, it's gonna happen") are captured on tape during relaxed non-broadcast sessions with studio audiences; the tape is skillfully edited to produce a laugh-packed show that has climbed to top listenership ratings.

"Scotch" Sound Recording Tape is used exclusively for "You Bet Your Life."

EIGHTY 3M SOUND ENGINEERS in the field —backed by 20 technical experts in the 3M Laboratories—stand ready to give you technical assistance with any recording problem you may have. Call your local 3M Service Representative, or write us direct: Dept. BT-12, Minn. Mining & Mfg. Co., St. Paul 6.

"SCOTCH" SOUND RECORDING TAPE GIVES YOU THESE EXTRA CONSTRUCTION FEATURES

REEL TO REEL UNIFORMITY—controlled coating assures consistent output • **THINNER CONSTRUCTION**—resists temperature and humidity changes • **NO CURLING OR CUPPING**—tape lies flat on recording head unaffected by humidity • **UNIFORM TAPE SURFACE**—no "dropouts" on recordings due to surface irregularities • **LONGER TAPE LIFE** —special lubricating process reduces friction • **GREATER SENSITIVITY**—more output on your present machine setting.

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the *lubricated* tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and for master recording by leading record companies.

SCOTCH
BRAND
SOUND RECORDING TAPE
SCOTCH
Sound Recording Tape

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 398)

National Co., Inc.
Malden 48, Mass., 61 Sherman St.; William W. Bartell, Mgr.; Tel: Malden 2-7950
Products: Receivers

Newcomb Audio Products Co.
Hollywood 38, 6824 Lexington Ave.; Robert Newcomb, Mgr.; Tel: Hollywood 9-5381
Products: Amplifiers, phonograph, P.A., musical inst., recording, wired music, power-transcription players; phonograph scratch filters; special matching transformers; sound systems; preamplifiers; radios

Otto K. Olesen Co.
Hollywood 28 Calif., 1534 Cahuenga Blvd.; Noble B. Gowing, Mgr.; Tel: Gladstone 5194
Products: Studio lighting equipment, lighting control equipment, dimmer and lighting control consoles, microphone booms

ORRadio Industries, Inc.
Opelika, Ala., T-120 Marvyn Rd.; J. Herbert Orr, Mgr.; Tel: 1123-W
Products: Magnetic sound recording tape

Oxford Electric Corp.
Chicago 15, 3911 S. Mich. Ave.; John A. Proctor, Jr., Mgr.; Tel: Atlantic 5-6161
Products: AM-FM—Loud speakers, dial lamps

Packard-Bell Co.
Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Mgr.; Tel: Arizona 7-6721
Products: Radios; radio-phonograph combinations; radio-phonograph-recorders

Permoflux Corp.
Chicago 39, 4900 W. Grand Ave.; R. S. Fenton, Mgr.; Tel: Berkshire 7-3200
monitoring dynamic headsets. Standard fidelity dynamic headsets. Maga-
Glendale 5, Calif., 236 S. Verdugo Rd.; J. Mutschler, Mgr.; Tel: Chatnam 5-1706
Products: Studio monitoring loudspeakers, high fidelity loudspeakers and line load voice tape recorders. FM: Same

Precision Piezo Service
Baton Rouge 10, 427 Mayflower St.; C. E. Pearce, Mgr.; Tel: 2-5359
Products: Quartz crystals, holders, ovens

Presto Recording Corp.
Paramus, N. J., P.O. Box 500, Hackensack, N. J.; Thomas B. Aldrich, Mgr.; Tel: Diamond 3-5700
Buffalo, Ellicott Sq. Bldg.; Robert W. Mitcher, Mgr.; Tel: Garrison 2-0233
Chicago, 720 Main St., Evanston, Ill.; Warren Cozzens, Mgr.; Tel: Davis 8-4800
Clayton, Mo., 135 N. Central Ave.; Lee Maynard, Mgr.; Tel: Delmar 3723
Cleveland, 1836 Euclid Ave.; Ernest P. Scott, Mgr.; Tel: Main 1555
Dallas, 505 N. Ervar St., J. Earl Smith, Mgr.; Tel: C-2966
Detroit, 14595 Abington Rd.; R. A. Adams, Mgr.; Tel. Vermont 8-1344
Los Angeles, 2331 W. Wash. Blvd.; Lee Owens, Mgr.; Tel: Republic 0203
New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel: Main 8762
Silver Spring Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Shepherd 4002
Products: Disc recording, transcription; tape recording, transcription equipment; amplifiers; equalizers, blank recording discs

AMPERITE
Studio Microphones at P.A. Prices
Ideal for BROADCASTING
• RECORDING
• PUBLIC ADDRESS
"The ultimate in microphone quality," says Evan Rushing, sound engineer of the Hotel New Yorker.
- *Shout* right into the new Amperite Microphone—or *stand 2 feet away*—reproduction is *always perfect.*
- The only type microphone that is *not affected by any climatic conditions.*
- *Guaranteed to withstand more "knocking around" than any other type mike.*

Special Offer: Write for *Special Introductory Offer,* and 4-page illustrated folder.
Models
RBLG—200 ohms
RBHG—Hi-imp.
List $42.00
"Kontak" Mikes
Model *SKH*, list $12.00
Model *KKH*, list $18.00
AMPERITE Company Inc.
561 BROADWAY • NEW YORK 12, N. Y.
In Canada: Atlas Radio Corp., Ltd., 560 King St. W., Toronto

QRK Electronic Products
Fresno 4, Calif., 445 N. Circle Dr.; Bert Williamson, Mgr.; Tel: Fresno 7-1423
Products: Transcription, turntables, custom audio equipment, antenna coupling and phasing equipment

Radex Corp.
Chicago 14, 2076 Elston Ave.; R. R. Cook, Mgr.; Tel: Armitage 6-6900
Products: Coils, blowers, audio oscillator, impedance matching bridge

Radio Corp. of America (RCA Vic. Div., Engineering Products Dept., Broadcast Equipment Section)
Camden, N. J., Front & Cooper Sts.; C. M. Lewis, Mgr.; Tel: Woodlawn 3-8000
Atlanta 3, Forsyth Bldg.; Tel: Walnut 5946
Chicago 11, 666 N. Lake Shore Dr.; Tel: Delaware 7-0700
Cleveland 15, Keith Bldg.; Tel: Cherry 1-3450
Dallas 1, 1907-11 McKinney Ave.; Tel: R-1371-72-73
Hollywood 28, 1560 N. Vine St.; Tel: Hollywood 9-2154
New York 20, 36 W. 49th St.; Tel: Circle 6-4030
Products: Audio equipment, AM-FM transmitters, AM-FM antennas, test and measuring equipment, mobile communications equipment, theatre equipment

RCA Victor Co. Ltd.
Montreal 30, Que., 1001 Lenoir St.; H. S. Walker, Mgr.; Tel: Wellington 7551
Calgary, Alta., 1210 11th Ave., W.; E. Large, Mgr.; Tel: M-3928
Halifax, N. S., 99 Brunswick St.; C. C. Bowers, Mgr.; Tel: 3-6186
Toronto, Ont., 1170 Yonge St.; L. W. Boothe, Mgr.; Tel: Midway 5421
Vancouver, B. C., 1206 Homer St.; C. W. Smith, Mgr.; Tel: Marine 4241
Winnipeg, Man., 168 Market St.; H. Ramsey, Mgr.; Tel: 97-201
Products: Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifier equipment, recording equipment, microphones, faradon condensers, fascimile equipment, FM transmitters, antenna phasing equipment, engineering services, loudspeakers, transmission line accessories, crystals and crystal holders, receivers

Radio Engineering Labs., Inc.
Long Island City 1, N. Y., 36-40 37th St.; Frank A. Gunther, Mgr.; Tel: Stillwell 6-2100
Products: FM broadcasting transmitter, 250 watts to 50 kw; antennas-paraboloid, corner reflector, YAGI, 50 mc to 2000 mc; speech input equipment; monitors; receivers; FM studio-to-transmitter link (STL) equipment; quadriline amplifiers; serrasoid modulators; custom built high quality audio equipment; 10 kw FM educational transmitter; broadcast mobile transmitter link (MTL) equipment; point-to-point multiplex communications systems; broadcast music store receiver; bus receivers

Radio-Music Corp.
Port Chester, N. Y., 84 S. Water St.; Lionel B. Cornwell, Mgr.; Tel: Byram River 6-6820
Products: Transcription reproducers, turntables, amplifiers; special filter networks and transformers

Rangertone, Inc.
Newark 4, N. J., 73 Winthrop St.; Richard R. Ranger, Mgr.; Tel: Humboldt 5-2550
Products: High fidelity magnetic tape recorders—telemetering recorders, synchronous recorders for motion picture use—magnetic heads

Recoton Corp.
New York 11, 147 W. 22nd St.; Herbert H. Borchardt, Mgr.; Tel: Oregon 5-7868
Products: Magnetic recording tape, recording blanks, cutting stylii, playback needles

Reeves Soundcraft Corp.
New York 22, 10 E. 52 St.; Frank B. Rogers, Jr., Mgr.; Tel: Plaza 9-2644
Products: Discs, tape, stylii, airdesign transformers

Rek-O-Kut Co.
Long Island City 1, N. Y., 38-01 Queens Blvd.; G. Silber, Mgr.; Tel: Stillwell 4-7062
Products: Disc recording equipment, high fidelity phonographs, transcription turntables

Rissi Electronic Supply Co.
Detroit 1, 1112 W. Warren Ave.; Virgil A. Wilton, Mgr.; Tel: Temple 2-5611
Products: Distributors tape, disc recording equipment, power tubes, allied equipment

Schumaker Construction Co.
Michigan City, Ind., E. Mich. St. at Warnke Rd.; Kenneth F. Schumaker, Mgr.; Tel: 3-3218
Products: Tower, antenna erection; transmission line work

Hermon Hosmer Scott, Inc.
Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, Mgr.; Tel: Kirkland 7-0565
Chicago 10, 510 N. Dearborn St.; R. Karet, Mgr.; Tel: Whitehall 4-6345
Dallas 1, 2011 Cedar Springs; J. Schoonmaker, Mgr.; Tel: Sterling 3335
New York 7, 11 Park Pl.; S. S. Egert, Mgr.; Tel: Worth 4-0996
Philadelphia 19, 395 E. Cliveden St.; H. Estersohn, Mgr.; Tel: Victor 8-2836
Pittsburgh 16, 1565 McFarland Rd.; E. Tydings, Mgr.; Tel: Fieldbrook 1-5100
Products: AM, FM—Dynamic noise suppressors. Sound level and vibration meters, octave filters, noise generators and other measuring equipment for studio use

Scully Machine Co.
Bridgeport 8, 62 Walter St.; L. J. Scully, Mgr.; Tel: Bridgeport 4-5300
Products: Disc recording machine

(Continued on page 404)

KFBI
KEPO
KMYR
KXLA
Across The Nation They Chose
Magnecorder
THE WORLD'S HIGHEST FIDELITY TAPE RECORDER
2

MORE FEATURES

PT7 accommodates 10½" reels and offers 3 heads, positive timing and pushbutton control. PT7 shown in console is available for portable or rack mount

GREATER FLEXIBILITY

In rack or console, or in its really portable cases, the Magnecorder will suit every purpose. PT6 is available with 3 speeds (3¾", 7½", 15") if preferred.

HIGHER FIDELITY

Lifelike tone quality, low distortion, meet N.A.B. standards — and at a moderate price. PT63 shown in rack mount offers 3 heads to erase, record and play back to monitor from the tape while recording.

Magnecord, INC.

WRITE DEPT. YB-2 FOR LATEST SPECIFICATIONS AND PRICES

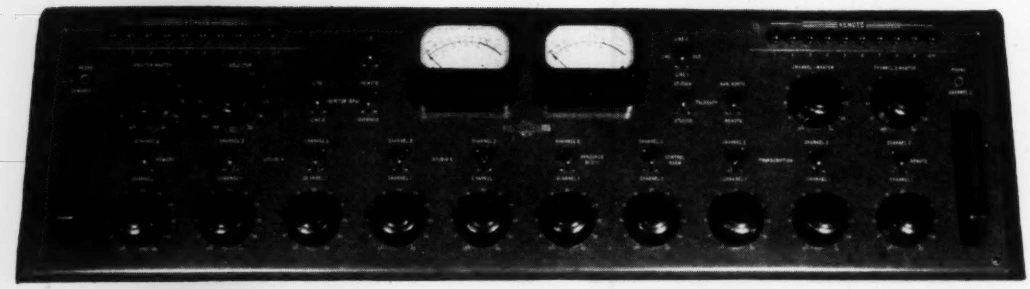
360 N. MICHIGAN AVE., CHICAGO 1, ILL.

USED BY MORE RADIO MEN THAN ALL OTHER PROFESSIONAL RECORDERS COMBINED

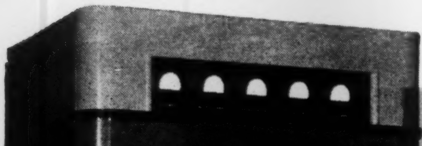
The equipment line that sets the pace...

Collins furnishes high quality equipment for every requirement of the modern broadcasting station . . . transmitters in powers of 250 watts to 10 kilowatts, speech input consoles, remote amplifiers, rack mounted speech equipment, test and control equipment, custom designed audio equipment, transducers, and accessories for all needs.

All of the Collins transmitters are the products of the most advanced engineering. Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived tetrodes.



Collins 212A speech input console, above. Facilities are provided for auditioning or rehearsing, cueing and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines. Two program amplifiers are included, making possible the feeding of two independent programs at once, or by operating the line reversal switch, providing an emergency for normal use. A novel rotating arrangement allows the unit to be tilted forward and upward for access to the underside of the chassis without requiring additional space. The 212A may be placed close against a wall without sacrificing accessibility. Thoroughly engineered, expertly constructed throughout.



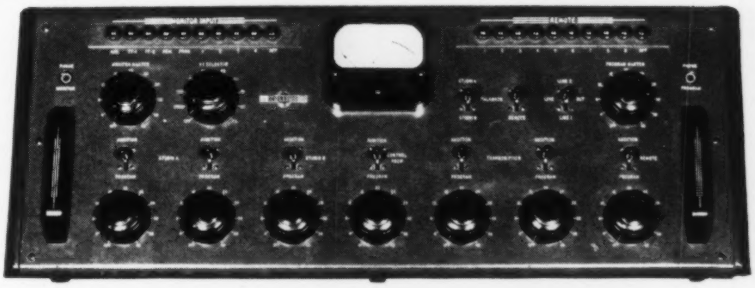
The new Collins 300J 250/100 watt AM broadcast transmitter.

Rear, open view of the new Collins 20V 1000/500 watt AM broadcast transmitter.

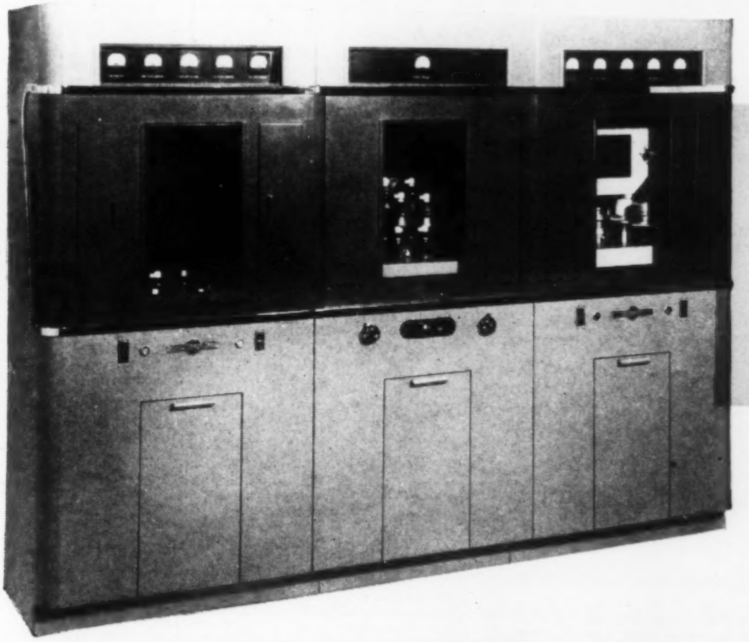
... in engineering, performance and styling

Employment of these efficient tubes also permits the use of low drain, low cost receiver type tubes in the driver stages. Frequency control is by means of the new plug-in, super stability crystals, which have made it possible to eliminate troublesome crystal ovens entirely.

In planning your station, see Collins first. Learn about all the up-to-date features of Collins design, and the high standards under which Collins equipment is manufactured. Your nearest Collins office is fully qualified to serve you.



The Collins 212B speech input console, above, has the same fine features of construction and operation as the 212A, and differs only in that it is smaller, with fewer amplifiers and functional facilities. Unit amplifiers are individually mounted on airplane type shockmounts. The high fidelity 212B fills the needs of the smaller station, and is ideal for single studio control in larger stations. Facilities are provided for one program channel and an additional channel which functions with the self-contained monitor amplifier. The single program channel exactly duplicates one of the two channels in the 212A. Seven independent input channels are provided including four microphone inputs, each with its own preamplifier, two high level transcription inputs, and a remote pickup input.



The new Collins 21E 5 kw/1 kw AM broadcast transmitter. A simple one-night conversion procedure transforms the 5 kw 21E into a 10 kw 21M transmitter.

For broadcast quality, it's . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
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1937 Irving Boulevard
DALLAS 2

2700 West Olive Avenue
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 400)

Shallcross Mfg. Co.
Collingdale, Pa., 520 Pusey Ave.; John S. Shallcross, Mgr.; Tel: Sharon Hill 4700
Products: Audio, fixed and variable, key operated attenuators, rotary taped instrument and attenuator switches; V. U. meter multipliers; audio transmission test equipment; wire-wound precision resistors, pre-emphasis and de-emphasis networks

Shure Brothers, Inc.
Chicago 10, 225 W. Huron St.; J. H. Morin, Mgr.; Tel: Delaware 7-4550
Products: Uni-directional moving-coil broadcast type dynamic microphone with cardioid pickup pattern and extended high-fidelity frequency response

Sierra Electronic Corp.
San Carlos, Calif., 1050 Brittan Ave.; W. Feldscher, Mgr.; Tel: Lytell 3-2104
Products: Transmitting, receiving equipment

Skyline Tower Co.
Chicago 36, 5900 S. Ashland Ave.; Walter E. Smith, Mgr.; Tel: Walbrook 5-1288
Products: AM—Vertical radiators; guyed, self-supporting towers. FM, facsimile—Supporting antenna towers; guyed, self-supporting towers

Rawdon Smith Associates
Wash. 6, D. C., 1710 Rhode Island Ave., N. W.; John Shields, Mgr.; Tel: District 1970
Products: Multiple copies of magnetic tape recordings

Sonic Recording Products, Inc.
Freeport, N. Y., 58 Mill Rd.; A. Snyder, Mgr.; Tel: Freeport 8-3610
Products: Instantaneous professional recording blanks

Sonocraft Corp.
New York 36, 115 W. 45th St.; Harold H. Oppenheimer, Mgr.; Tel: Luxemburg 2-1750
Products: Sound, recording equipment

Sound Apparatus Co.
Stirling, N. J.; A. W. Niemann, Mgr.; Tel: Millington 7-0600
Products: Graphic recorders

The Soundscriber Corp.
New Haven 4, Conn., 146 Munson St.; R. W. Davidson, Mgr.; Tel: 7-2125
Products: Recording equipment

Speak-O-Phone Recording & Equipment Co.
New York 23, 23 W. 60th St.; R. L. Austin, Mgr.; Tel: Columbus 5-1350
Products: Recording equipment

Stainless, Inc.
North Wales, Pa., Third & Montgomery Sts.; John F. Guzewicz, Mgr.; Tel: North Wales 874
New York 7, 50 Church St.; Henry J. Guzewicz, Mgr.; Tel: Digby 9-4379
Phoenix, Ariz., 5711 N. 14th Pl.; Frank Cooke, Mgr.; Tel: Phoenix 3-7235
Products: Self-supporting, Rhomic array, guyed and micro wave towers. Antenna masts. FM: Self-supporting and guyed towers

The Stancil-Hoffman Corp.
Hollywood 38, 1016 N. Highland Ave.; William V. Stancil, Mgr.; Tel: Hillside 7461
New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Honolulu 14, T. H., 1545 S. Berentanio; Theodore Y. Takase, Mgr.; Tel: 93769
Products: AM-FM—Magnetic recording, reproducing equipment. Accessory amplifiers, electronic equipment

Standard Electronics Corp.
New York 18, 25 W. 43rd St.; J. H. Ganzenhuber, Mgr.; Tel: Bryant 9-1082
Products: AM—Transmitters, accessories. FM: Transmitters

Tower Construction Co.
Sioux City 3, 107 Fourth St.; M. M. Lasensky, Mgr.; Tel: 5-7653
Products: AM—Towers; lighting equipment; erection of towers; installation ground systems. FM: Towers; erection of towers; installation antennae and coaxial line

Tower Engineering & Construction Co.
Houston 3, 2930 Pease; C. E. Norton, Mgr.; Tel: Central 7378
New York, 41 E. 42nd St.; Malcolm W. Black, Mgr.; Tel: Vanderbilt 6-2960
Products: Distributors and erectors radio towers

Tower Sales & Erecting Co.
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: AM—Towers, vertical radiators. Erecting, lighting, painting, ground systems. FM: Cyl-ray antenna, supporting towers. Facsimile: Supporting towers

Trans-Lux News-Sign Corp.
New York 20, 1270 Sixth Ave.; Bert W. Roth, Mgr.; Tel: Circle 7-4970
Products: Traveling message news-signs

Transmitter Equipment Mfg. Co., Inc.
New York 14, 345 Hudson St.; Morton B. Kahn, Mgr.; Tel: Watkins 4-1550
Products: Transmitting, receiving equipment for ground, mobile, airborne, specialized services; radar test equipment and electronic training devices

Truscon Steel Co.
Youngstown 1, 1315 Albert St.; George F. Bateson, Mgr.; Tel: Youngstown 32171
Boston 27 (South), 307 Dorchester Ave.; C. H. Watt, Mgr.; Tel: South Boston 8-2420-21-22
Buffalo 3, Rand Bldg.; R. A. Bohling, Mgr.; Tel: Madison 5767-9
Chicago 6, 201 N. Wells St.; C. L. Spatholt, Mgr.; Tel: Franklin 2-4600
Cleveland 15, Hanna Bldg Annex; L. F. Stormont, Mgr.; Tel: Superior 1-9010
Dallas 1, M & W Tower Bldg.; H. T. Swanson, Mgr.; Tel: Randolph 5448
Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel: Harrison 3673
Los Angeles 22, P. O. Box 6788, E. Los Angeles Branch; G. R. Roden, Mgr.; Tel: Underhill 0-1375
Minneapolis 2, Baker Bldg.; John W. Davies, Mgr.; Tel: Main 5537
New York, 48-18 Northern Blvd.; C. D. Loveland, Mgr.; Tel: Astoria 4-2410
Omaha 2, Insurance Bldg.; J. R. Rippey, Mgr.; Tel: Harney 7353
Portland 12, 2139 N. Kerby Ave.; C. W. Anderson, Mgr.; Tel: Trinity 1153
St. Louis 3, Shell Bldg.; W. H. Hogeland, Mgr.; Tel: Central 0146
San Francisco 5, 604 Mission St.; G. F. Carney, Mgr.; Tel: Yukon 2-6633
Washington 5, D. C., Investment Bldg.; F. W. Youry, Mgr.; Tel: District 0883
Products: Towers

The Turner Co.
Cedar Rapids, 909 17th St., N. E.; H. M. Murdock, Mgr.; Tel: 3-8144
Products: Microphones

U. S. Recording Co.
Wash. 5, D. C., 1121 Vermont Ave., N. W.; Eugene Rosen, Mgr.; Tel: Lincoln 3-2705
Products: Panacoustic line of electronic products, audio control consoles, salesmen's and educational AC-DC playbacks, complete line recording, studio broadcast, intercommunication and sound equipment. FM: Amplifiers and installation

United States Tower Co.
Petersburg, Va., Union Trust Bldg.; John J. Hoke, Mgr.; Tel: 3347-48
Products: Uniform cross-section, guyed type tower. FM—Supporting towers

Universal General Corp.
New York 13, 324 Canal St.; Morris Greenberg, Mgr.; Tel: Walker 5-9642
Products: Radio, amplifier kits

University Loudspeakers, Inc.
White Plains, N. Y., 80 S. Kensico Ave.; Lawrence J. Epstein, Mgr.; Tel: White Plains 6-7700
Products: AM-FM—Loudspeakers, high fidelity, monitor

Utility Electronics Corp.
East Newark, N. J., 231 Grant Ave.; John A. Van Auken, Mgr.; Tel: Humboldt 5-3600
Products: Broadcast and point-to-point fascimile

The Ward Products Corp. (Div. of The Gabriel Co.)
Cleveland 3, 1523 E. 45th St.; J. L. Fine, Mgr.; Tel: Express 1-3300
Products: Receiving antennas

West Coast Electronics Co.
Los Angeles 6, 1601 S. Burlington Ave.; John P. Daily, Mgr.; Tel: Prospect 5041
Products: Amplifiers, UHF, VHF, fixed and mobile, dipole. FM, ground plane; communications systems, radio-teletype, vehicular FM-AM; recorders, magnetic tape

Westinghouse Electric Corp.
Baltimore 3, 2519 Wilkens Ave.; C. W. Miller, Mgr.; Tel: Edmondson 2300
Atlanta 2, 1299 Northside Dr., N. W.; A. W. Rose, Mgr.; Tel: Atwood 1642
Boston 10, 10 High St.; E. S. Mielke, Mgr.; Tel: Liberty 2-0600
Chicago 54, Mdse. Mart Plaza; W. E. Berkey, Mgr.; Tel: Whitehall 4-3860
Cleveland 13, 1370 Ontario St.; D. B. Ralsten, Mgr.; Tel: Cherry 1-7600
Hartford 3, Conn., 119 Ann St.; E. S. Winlund, Mgr.; Tel: 5-0851
New York 5, 40 Wall St.; A. D. Foster, Mgr.; Tel: Whitehall 3-4321
Philadelphia 4, 3001 Walnut St.; A. Valente, Mgr.; Tel: Evergreen 2-1200
Pittsburgh 30, 306 Fourth Ave.; H. N. Runkle, Mgr.; Tel: Atlantic 1-8400
St. Louis 1, 411 N. Seventh St.; A. F. Buck, Mgr.; Tel: Central 1120
San Francisco 8, 410 Bush St.; S. H. Harrison, Mgr.; Tel: Exbrook 2-5353
Products: Amplitude and frequency modulated transmitters (5, 10 and 50 kw AM; 1, 3, 10, 50 kw FM) standard transmitter consoles, antenna phasing and tuning equipment transmitting tubes, instruments, meters, relays studio and tower lighting equipment transformers, capacitors, circuit breakers, regulators, precipitrons and switchgear

Weston Electrical Instrument Corp.
Newark 5, N. J., 614 Frelinghuysen Ave.; E. T. Higgons, Mgr.; Tel: Bigelow 3-4700
Chicago 6, 205 W. Wacker Dr.; P. A. Westburg, Mgr.; Tel: Franklin 2-4656
New York 7, 50 Church St.; W. J. Healey, Mgr.; Tel: Worth 4-3510
Wash. 11, D. C., 6230 Third St., N. W.; L. F. Parachini, Mgr.; Tel: Tuckerman 2414
Products: AM-FM—Insulation, circuit testers; vacuum tube voltmeters; tube-checkers; electronic test equipment; VU and DB meters; panel instruments

Wincharger Corp.
Sioux City 2, E. 7th at Division; V. V. Holmes, Mgr.; Tel: 2-1844
Products: Insulated vertical guyed towers. FM—Non-insulated guyed support towers for antennas

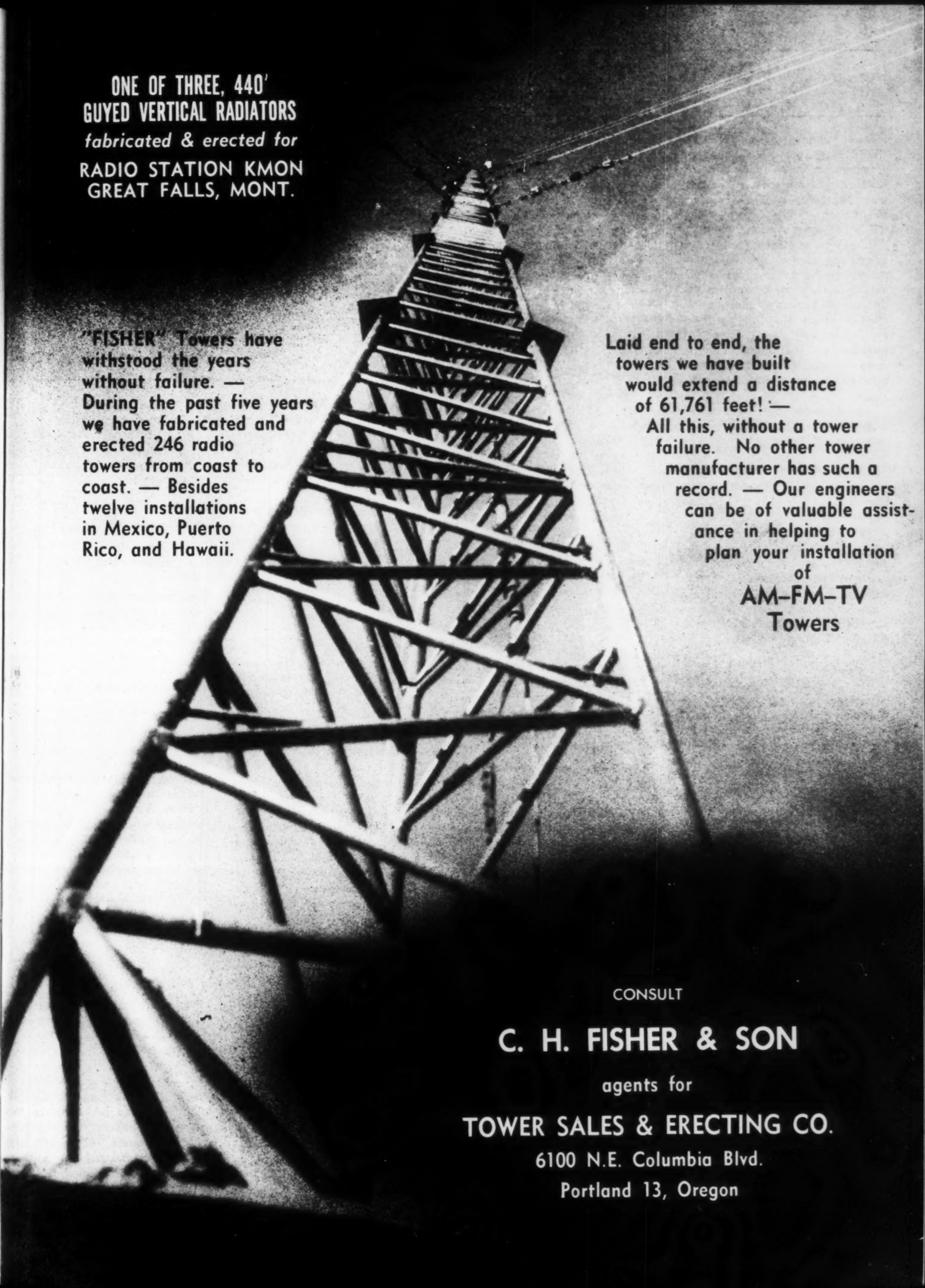
Wind Turbine Co.
West Chester, Pa., E. Market St. & Pa. Railroad; A. I. Wason, Mgr.; Tel: West Chester 3110
Products: Supply, installation guyed towers; micro wave relay towers; ground systems, transmission lines

The Workshop Associates (Div. of The Gabriel Co.)
Needham Hghts. 94, Mass., 135 Crescent Rd.; C. W. Creaser, Mgr.; Tel: Needham 3-0005
Products: STL, broadcast antennas; connectors; relay, remote unit control antennas

Wright Zimmerman, Inc.
New Brighton, Minn., 330 S. 5th; Joseph D. Zimmerman, Mgr.; Tel: Nestor 8877
Products: Speakers, microphones and relays

Zephyr Products Co.
New York 35, 129 E. 124th St.; Irving London, Mgr.; Tel: SA 2-1800
Products: Recording discs, wire recording spools, needles, accessories

XUM



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HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM and Related Services

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 408, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's *Rules Relating to Practice and Procedure*, while station operation is covered by Part 3, *Rules Governing Radio Broadcast Services*, and *Standards of Good Engineering Practice*.

This statement summarizes the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is AM, FM, or TV broadcast.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard (AM) broadcast stations operate on *local*, *regional*, or *clear* channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

(The Commission has not authorized any new commercial TV stations since the fall of 1948, pending the outcome of the general television procedings still before the Commission. Prospective applicants for TV broadcast stations should obtain a copy of the *Third Notice of Further Proposed Rule Making* from the Commission.)

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, *Application For Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station*, which covers AM, FM and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Hearings

Where it appears that interference would be caused to another station above the degree prescribed in the Commission's *Standards of Good Engineering Practice*, or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Within 20 days after the close of a hearing before a hearing examiner, each party and the Chief of the Broadcast Bureau has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified he can apply on Form 701 *(Application for Additional Time to Construct a Radio Station)*, giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 *(Application for New Broadcast Station License)*. Applicants must show compliance with all terms, conditions and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can

(Continued on page 408)

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Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAK, Nashville, Tennessee

TRUSCON STEEL COMPANY
1104 Albert Street **Youngstown 1, Ohio**
Subsidiary of Republic Steel Corporation

FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1952. Compiled With the Co-operation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulations.

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(EDITOR'S NOTE: For convenience, rules for AM and FM have been consolidated under the above general headings.)

Allocations and Definitions

IN AM RULES[1] . . .

§3.1 *Standard broadcast station.*—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

§3.2 *Standard broadcast band.*—The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

§3.3 *Standard broadcast channel.*—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

§3.4 *Dominant station.*—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 *Secondary station.*—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 *Daytime.*—The term "daytime" means that period of time between local sunrise and local sunset.

§3.7 *Nighttime.*—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

§3.8 *Sunrise and sunset.*—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulations of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

§3.9 *Broadcast day.*—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 *Experimental period.*—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

§3.11 *Service areas.—(a)* The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 *Portable transmitter.*—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.13 *Auxiliary transmitter.*—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

Allocations—(AM)

§3.21 *Three classes of standard broadcast channels.—(a) Clear Channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) Regional channel: A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(c) Local channel: A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

§3.22 *Classes and power of standard broadcast stations.—(a) Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 *(a)* for further power limitation.)

(b) Class II station: A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatt nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other

(Continued on page 410)

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[1] Other definitions which may pertain to standard broadcast stations are included in sections 2.1 and 2.102 and the Communications Act of 1934, as amended.

How to Apply

(Continued from page 406)

conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM and FM broadcast stations are licensed for the statutory limit of three years; TV stations for one year. Applications for renewal of license are made on Form 303 *(Application for Renewal of Broadcast Station License).*

Forms for Other Purposes

In the event that a construction permit has expired, reinstatement may be sought on Form 321 *(Application for Construction Permit to Replace Expired Permit).*

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 *(Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License).*

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 *(Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License).*

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 *(Application for Assignment or Transfer — Short Form.* This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.

Reference Material

The following listed reference material, obtainable from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at the prices indicated, will prove helpful to prospective applicants desiring greater detail: Communications Act of 1934 with amendments, 30 cents; Rules and Regulations: Part 1, *Rules Relating to Practice and Procedure,* 20 cents, Part 3, *Rules Governing Radio Broadcast Services,* 20 cents, and Part 17, *Rules Governing the Construction, Marking and Lighting of Antenna Structures,* 5 cents; *Standards of Good Engineering Practice Concerning Standard Broadcast Stations,* $1.25; *Standards of Good Engineering Practice Concerning FM Broadcast Stations,* 10 cents; *Standards of Good Engineering Practice Concerning Television Broadcast Stations,* 15 cents; and the report, *Public Service Responsibility of Broadcast Licensees,* 25 cents.

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On this page are eight reasons why PRESTO equipment has won the acclaim of engineers and broadcasters across the country. Each of these precision instruments has been designed to fill a specific need. Each of them is an outstanding example of the careful and painstaking skill that goes into the creation of PRESTO equipment. For further specifications and information concerning these instruments, as well as the wide variety of others offered by PRESTO to meet your specialized requirements, contact your nearest PRESTO representative or write direct.

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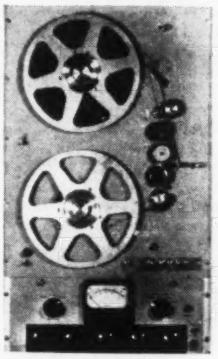

PRESTO RACK MOUNTED RC-10/24

Rack-mounted recorder with 10½" reel capacity. Has solenoid actuated brakes on a three-motor drive system. Torque motors make tension clutches unnecessary. Fast forward and rewind speeds. Three heads for erase, record, reproduce.

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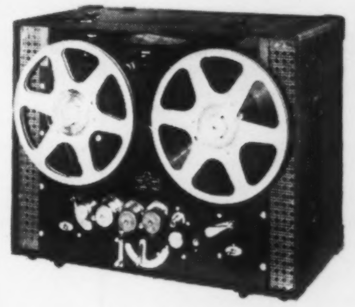

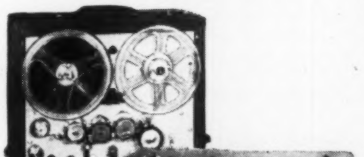

PRESTO PORTABLE PT-920

PRESTO's new addition to the tape family. Succeeds the popular PT-900—and costs less. Exceedingly compact with 10 watt amplifier, 2 speakers and amplifier in one case. Fast forward and rewind speeds, 3 motors, no friction clutch or tension adjustments.

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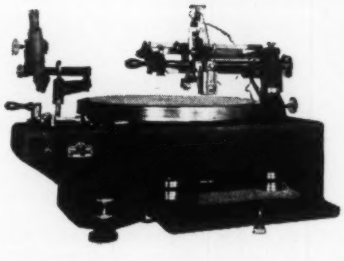

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World favorite! Unusual reliability under all recording conditions. Low mechanical noise level. Speed accuracy excellent at 78 and 33⅓ rpm. Equipped with 1-D cutting head. Microgroove attachment available at extra cost.

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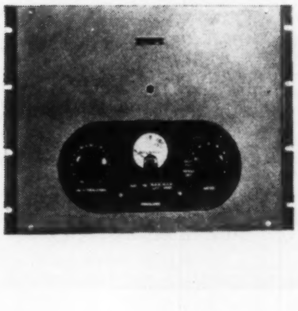

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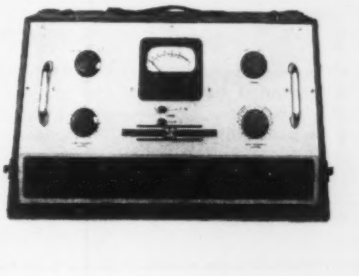
Qualities of high fidelity studio console but portable, with complete facilities for remote operation. Distortion of less than 1.5% at maximum output. Equalizers for flat, NAB 33⅓ rpm, phono, NAB playback and automatic .3 microphone input with mixer and master gain control.



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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

FCC RULES AND REGULATIONS

(Continued from page 408)

class II stations, in accordance with the Engineering Standards of Allocation.

[EDITOR'S NOTE: Since 1945 the FCC has been considering various changes in the Clear Channel assignments, including the question of daytime skywave. As of Jan. 1 this policy was still pending an FCC decision.]

(c) Class III station: A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district[2] and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 killowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) Class IV station: A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

§3.23 *Time of operation of the several classes of stations.*[3]—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.") Daytime stations operating on local channels may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license.

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.) Specified hours stations operating on local channels except those sharing time with other stations may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license .

§3.24 *Broadcast facilities—showing required.*—An authorization for a new standard broadcast station or increase in facilities of an existing station[4] will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the proposed assignment will tend to affect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.[5]

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§3.25 *Clear Channels: Class I and II stations.*—The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border: 690, 740, 860, 990, 1010,[6] and 1580 kilocycles.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican border: 730, 800, 900, 1050,[7] 1200,[8] and 1570 kilocycles.

(e) For class II stations which will deliver not over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wage at any point of land in the Bahama Islands, and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest point of land in the Bahama Islands: 1540 kilocycles.

§3.26 *Regional channels: Classes III-A and III-B stations.*—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations[9]: 550, 560,[10] 570,[10] 580, 590,[10] 600, 610, 620, 630,[10] 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,[10] 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27 *Local channels: Class IV stations.*—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28 *Assignment of stations to channels.—(a)* The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.[11]

§3.29 *Assignment of class IV stations to regional channels.*—On condition that interference will not be caused to any class III station and that the channel is used fully for class III stations, and subject to interference as may be received from class III stations, class IV stations may be assigned to regional channels.

[EDITOR'S NOTE: FCC proposed June 16, 1951 to delete this section permitting the assignment of Class IV stations to regional channels.]

IN FM RULES . . .

§3.201 *Numerical designation of FM broadcast channels.*—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below:

[EDITOR'S NOTE: The band is 88-108 mc. Noncommercial educational FM occupies 88-92 mc. Class A commercial channels are shown in 3.203(b), below. The rest are Class B.]

§3.202 *Areas of the United States.*—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.[12] The second area—Area II—comprehends the remainder of the United States not included in Area I.

§3.203 *Class A Stations.—(a)* A class A station is a station which operates on a class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The coverage of a Class A station shall be not more than the equivalent[13] of 1 kilowatt effective radiated power and antenna height of 250 feet

(Continued on page 412)

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[2] The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

[3] Formal application required for change in time of operation of existing broadcast station. See Standards of Good Engineering Practice for form number.

[4] Formal applications required. See Standards of Good Engineering Practice for number.

[5] See money required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

[6] A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

[7] See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

[8] See Agreement with Mexico for further use of this channel.

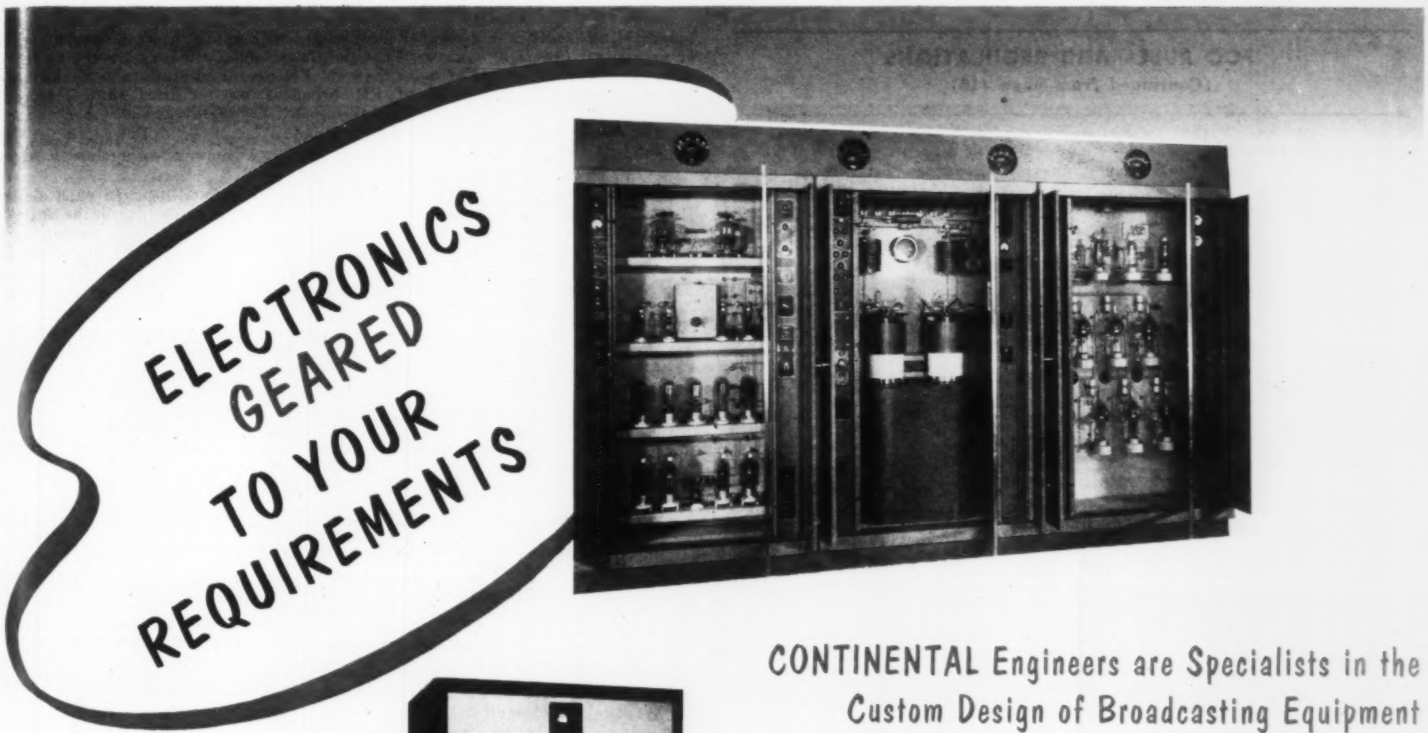
[9] See section 3.29 in regard to assigning class IV stations to regional channels.

[10] See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

[11] Pending action with respect to ratification and entry into force of the North American Regional Broadcasting Agreement, Washington, 1950 (referred to herein as NARBA), no assignment for a standard broadcast station will be made which would be inconsistent with the terms of that Agreeement. (Remainder of footnote describes procedures to carry this out, also states that no assignments will be made conflicting with a duly notified station in nations not signatory to NARBA, i.e., Mexico and Haiti.)

[12] In some of the territory contiguous to area 1, the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area 1; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

[13] For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.



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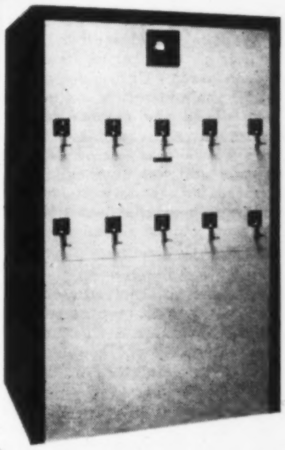

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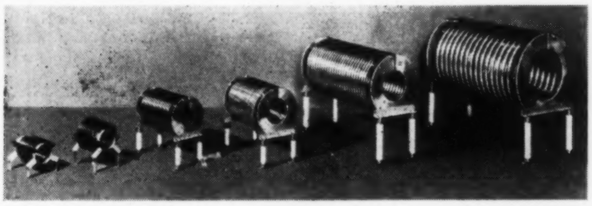

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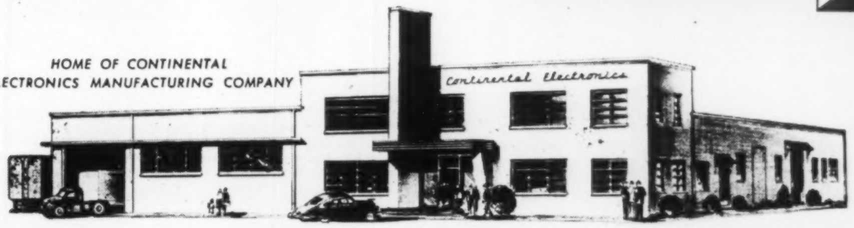

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- Isolation Coils
- Radio Frequency Inductors
- FM-AM Isolation Units

FCC RULES AND REGULATIONS

(Continued from page 410)

above average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. A Class A station will not be licensed with more than 1 kilowatt effective radiated power. The power rating of the transmitter used for a Class A station shall be not less than 250 watts nor more than 1 kilowatt. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations shall determine the minimum coverage of a Class A Station. Class A stations will normally be protected to the 1 mv/m contour; however, assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies are designated as Class A channels and are assigned for use by Class A stations:

Frequency (mc.)	Channel No.	Frequency (mc.)	Channel No.	Frequency (mc.)	Channel No.
92.1	221	96.7	244	102.3	272
92.7	224	97.7	249	103.1	276
93.5	228	98.3	252	103.9	280
94.3	232	99.3	257	104.9	285
95.3	237	100.1	261	105.5	288
95.9	240	100.9	265	106.3	292
		101.7	269	107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six class B stations.

§3.204 *Class B Stations.—(a)* A class B station is a station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1 mv/m contour; however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall be 1 kw or greater. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations shall determine the minimum coverage of a class B station. In the following sub-sections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations.

(1) The coverage of a Class B station in Area 1 shall be not more than the equivalent[13] of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.[14] A class B station in Area 1 will not be licensed with an effective radiated power greater than 20 kilowatts.

(2) The coverage of a Class B station in Area II shall normally be not more than the equivalent [13] of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.[14] The use of greater power and antenna height will be encouraged in those portions of area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height, and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) The following frequencies are designated as Class B channels and are assigned for use by Class B stations.

[EDITOR'S NOTE: Class B channels are those channels between 92 mc and 108 mc which are not designated as Class A channels in §3.203(b).]

Multiple Ownership*

IN AM RULES . . .

§3.35 *Multiple Ownership.*—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled[15] by any person[16] where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

IN FM RULES . . .

§3.240 *Multiple Ownership.—(a)* No person (including all persons under common control) [15] shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control), shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

*** [EDITOR'S NOTE: FCC had pending on Jan. 1, but had not acted upon, a proposal to set seven stations as the maximum for common ownership in AM. Six would remain the maximum in FM; five in TV.**

[The proposed rule would also extend to minority interests. In each class (AM, FM, TV) the number of stations controlled by a single person or entity would determine the number of other stations in which the same person (or any stockholder, officer or director, in the case of corporations) might have less than controlling interests. The following table would govern. The numbers in the column "S-C" refer to stations controlled. Directly opposite each such number is shown, in the column headed "M-I," the number of other stations in which minority interests would be permitted.]

AM		FM		TV	
S-C	M-I	S-C	M-I	S-C	M-I
7	0	6	0	5	0
6	1 or 2	5	1 or 2	4	1 or 2
5	3 or 4	4	3 or 4	3	3 or 4
4	5 or 6	3	5 or 6	2	5 or 6
3	7 or 8	2	7 or 8	1	7 or 8
2	9 or 10	1	9 or 10	0	9 or 10
1	11 or 12	0	11 or 12		
0	13 or 14				

Studio Location; Originations**

IN AM RULES . . .

§3.30 *Station location and program origination.—(a)* Except as provided in subsection *(b)* below, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivision which will be specified in the station license and the station will be considered to be located in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located, provided that the main studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network two-thirds of such station's non-network programs, whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in subsection *(a)* above would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political subdivision. A station licensed to serve more than one place shall be considered to be located in and shall maintain main studios in each such place. With respect to such station the requirements as to origination of programs contained in subsection *(a)* above shall be satisfied by the origination of programs from any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located.

(c) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 *Authority to move main studio.*—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, State, district, Territory, or possession in which it is located without first making written application[17] to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

IN FM RULES . . .

§3.205—[EDITOR'S NOTE: In substance the same as §3.30, above, except that subsection (c) reads as follows:

"The transmitter of each FM broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located, in accordance with the Standards of Good Engineering Practice Concerning FM Broadcast Stations: Provided, however, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour."]

(Continued on page 414)

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[14] In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four Color Retail Trading Area Map).

[15] The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

[16] The word "person", as used herein, includes all persons under common control.

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* * Adopted Dec. 4, 1950, effective Jan. 18, 1951, applicable to AM and FM stations. The order also provided:

"The Commission will entertain petitions requesting temporary exemption from the program origination requirements of the new rules. Where such petition shows that by reason of long continued operation not in accordance with the new rules compliance with the program origination requirements of the new rules by the effective date thereof would be impossible or would impose undue hardship on the station the Commission will exempt such station from the program origination requirements for the minimum period required to permit compliance with those requirements in an orderly manner and without undue disruption of the station's operations but in any event for not longer than one year from Jan. 19, 1951."

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[17] Formal application required. See Standards of Good Engineering Practice for form number.

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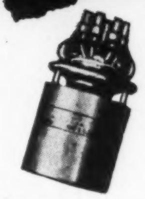

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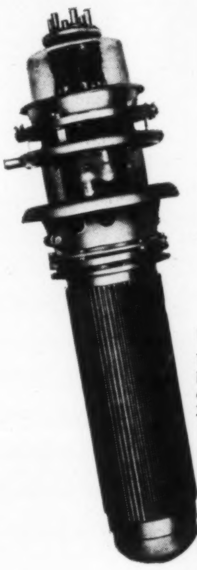

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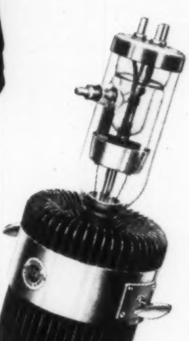

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TYPE	DESCRIPTION	Maximum Plate Dissipation	Mu	Maximum Plate Input	Maximum DC Plate Voltage	Maximum Frequency for Maximum Ratings	Filament Voltage
F-6C22	UHF General Purpose	1 KW	9	2 KW	3,000 V	600 MC	6.5
F-8002	VHF General Purpose	1.2	21.5	3	3,500	150	16
F-5917	VHF Amplifier	5	20	8	4,000	110	7.5
F-328-A	General Purpose	5	16	8	8,000	3	21.5
F-328-B	General Purpose (Two Phase Filament)	5	16	8	8,000	3	21.5
F-889-A	HF General Purpose	5	21	16	8,500	50	11
F-6009	HF General Purpose	6	25	12	6,000	30	13
F-891	General Purpose	6	8.5	18	12,000	1.6	11/22
F-129-B	HF General Purpose	7.5	26	18	12,000	30	18
F-5874	Audio Amplifier	7.5	6	15	6,000		7
F-220C/ 320-B	General Purpose	10	40	22.5	15,000	4.0	21.5
F-343-A	General Purpose	10	40	36	18,000	4.0	21.5
F-892-A	General Purpose	10	50	30	15,000	1.6	11/22
F-5666	Industrial, HF General Purpose	12.5	21	20	10,000	22.5	11
F-893-A	General Purpose	20	36	70	20,000	5	10 per section
F-858	General Purpose	20	42	40	20,000	1.5	22
F-880	HF General Purpose	20	20	60	10,500	25	12.6
F-5658	HF General Purpose	20	20.5	60	10,500	25	12
F-5771	HF General Purpose	22.5	20	60	12,500	25	7.5
F-342-A	General Purpose	25	40	50	20,000	4.0	20
F-9C23	HF General Purpose	25	32	50	15,000	20	22
F-5512	VHF General Purpose Oscillator	25	38	80	9,000	110	6.2
F-124-A	HF General Purpose	40	42	135	20,000	20	13.6 per section
F-9C30	HF General Purpose	40	42	120	15,000	20	7.5 per section
F-125-A	Audiq Amplifier	40	4.75	100	15,000		13.6 per section
F-9C28	Audio Amplifier	40	4.75	100	15,000		7.5 per section
F-895	HF General Purpose	40	37	140	17,000	6	19 per section
F-5918	HF General Purpose	60	37	300	17,500	22	28.5
F-862-A	General Purpose	100	45	200	20,000	1.6	33
F-898-A	General Purpose	100	45	200	20,000	1.6	16.5 per section
F-134	HF General Purpose	150	21	450	20,000	22	25

AIR COOLED

TYPE	DESCRIPTION	Maximum Plate Dissipation	Mu	Maximum Plate Input	Maximum DC Plate Voltage	Maximum Frequency for Maximum Ratings	Filament Voltage
F-123-A	HF General Purpose	125 W	14.5	375 W	2,000	30 MC	10
F-127-A	HF General Purpose	200	38	950	3,000	30	10
F-204-A	General Purpose	250	23	690	2,500	3	11
F-212-E	General Purpose	275	16	700	2,000	4.5	14
F-849	General Purpose	400	19	875	2,500	3.0	11
F-450TH	HF General Purpose	450	38	3 KW	6,000	40	7.5
F-128-A	HF General Purpose	600	36	3	3,500	30	11
F-132-A	Audio Amplifier	600	10	1.8	3,500		11
F-7C26	VHF Amplifier	1 KW	17	3	3,000	150	9.0
F-8002-R	VHF General Purpose	1.2	21.5	3	3,500	120	16
F-7C23	Pulse	1.2	25		17,000	5	11.0
F-5680	Pulse	1.2	25		17,000	5	13.0
F-5680	HF General Purpose	2.5	25	12	6,000	30	13.0
F-5996	HF Industrial	2.5	25	12	6,000	30	13.0
F-7C25	HF Industrial	2.5	25	5.6	4,500	50	11
F-3X2500A3	VHF Amplifier	2.5	20	8	4,000	110	7.5
F-891-R	General Purpose	4	8.5	15	10,000	1.6	11/22
F-892-R	General Purpose	4	50	18	10,000	1.6	11/22
F-129-R	HF General Purpose	5	26	18	12,000	30	18
F-889-RA	HF General Purpose	5	21	16	8,500	25	11
F-343-AA	General Purpose	5	40	20	18,000	4	21.5
F-220CA/ 320BA	General Purpose	5	40	22.5	15,000	4	21.5
F-8C25	Audio Amplifier	5	6	10	5,000		7
F-5667	Industrial, HF General Purpose	7.5	21	20	10,000	22.5	11.0
F-124-R	HF General Purpose	20	42	100	20,000	20	13.6 per section
F-9C31	HF General Purpose	20	42	100	15,000	20	7.5 per section
F-9C29	Audio Amplifier	20	4.75	50	15,000		7.5 per section
F-893-AR	General Purpose	20	36	70	20,000	5	10 per section
F-895-R	General Purpose	20	37	110	17,000	6	19 per section

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FCC RULES AND REGULATIONS

(Continued from page 412)

Operating Schedules

FOR AM STATIONS

§3.71 *Minimum operating schedule.*—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

§3.72 *Operation during experimental period.*—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

§3.73 *Specified hours.*—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.86 *Local standard time; license provisions.*—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission. [EDITOR'S NOTE: See "Time; Time Changes," below.]

§3.79 *License to specify sunrise and sunset hours.*—If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 *Secondary station; filing of operating schedule.*—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 *Secondary station; failure to reach agreement.*—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 *Departure from schedule; material violation.*—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

Time; Time Changes

§3.83 *Local standard time.*—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 *Daylight saving time.*—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such location. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

§3.85 *Changes in time; agreement between licensees.*—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

Pre-Sunrise Operation

§3.87 *Program transmissions prior to local sunrise.—(a)* The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise of standard broadcast stations with their authorized daytime facilities, *Provided,* That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference[18] by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station, in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4 a.m. to 6 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

FOR FM STATIONS . . .

§3.261 *Time of Operation.*—All FM broadcast stations will be licensed for unlimited time operation. Until further notice a minimum of 6 hours per day of operation will be required, which shall consist of 3 hours during the period of 6 a.m. to 6 p.m., local standard time, and 3 hours during the period of 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of a licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

[EDITOR'S NOTE: FCC had pending, but on Jan. 1 had not acted upon, a proposal to require FM stations operated in conjunction with AM stations to operate at least as many hours between 6 a.m. and midnight as the AM affiliate; in the case of FM-only stations, minimum hours during the first year of operation would be three hours between 6 a.m. and 6 p.m. and three hours between 6 p.m. and midnight; during the second year, four hours in each of the two time periods; thereafter, not less than eight hours between 6 a.m. and 6 p.m., and not less than four hours between 6 p.m. and midnight.]

§3.262 *Experimental Operation.*—The period between 1:00 a.m., and 6:00 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization by the Commission.

Operator Requirements

IN AM RULES . . .

§3.165 *Licensed operator required.*—(a) The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. (See sec. 13.6, 13.7.)

(b) *Licensed operator; other duties.*—The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in nowise interfere with the proper operation of the standard broadcast transmitter.

IN FM RULES . . .

§3.265 *Operator requirements.*—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or Form FCC No. 759) of each FM broadcast station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of an FM broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in nowise interfere with the operation of the broadcast transmitter.

Facsimile

§3.266 *Facsimile broadcasting and multiplex transmission.*—(a) FM broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations during periods not devoted to FM aural broadcasting. Such transmissions may not exceed one hour during the period between 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) and may not be counted toward the minimum operation required by Sec. 3.261. The Commission shall be notified by the licensee of the FM broadcast station of its intent to transmit such facsimile.

(b) FM broadcast stations may, upon securing authorization from the Com-

(Continued on page 416)

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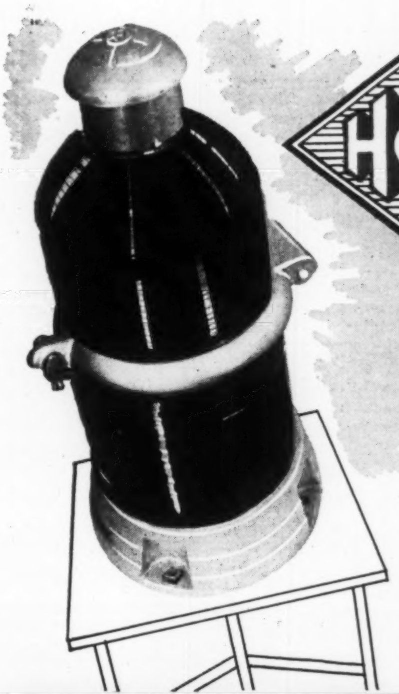
[18] As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.



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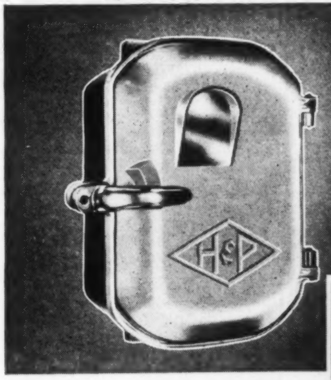

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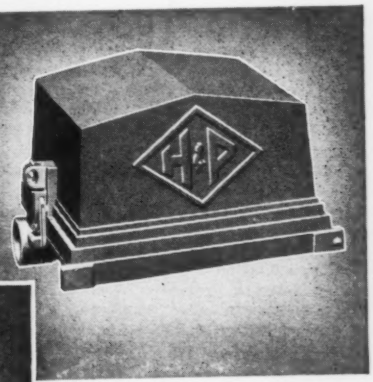

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mission, transmit multiplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations; *Provided* that the transmission of such fascimile does not reduce the quality of aural programs simultaneously transmitted by the licensee below that required by the Standards of Good Engineering Practice Concerning FM Broadcast Stations and that no degradation of such aural programs will result from such facsimile transmissions when received on FM receivers not equipped with filter or other additional equipment.

Network Affiliation

IN AM RULES . . .

§3.101 *Exclusive affiliation of station.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization[19] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§3.102 *Territorial exclusivity.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This section shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§3.103 *Term of affiliation.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§3.104 *Option time.*—No license shall be granted to a standard broadcast station which options[20] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[21] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.[22] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

§3.105 *Right to reject programs.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which *(a)*, with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which *(b)*, with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§3.106 *Network ownership of stations.*[23]—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[24] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§3.107 *Dual network operation.*—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network *Provided,* That this section shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.108 *Control by networks of station rates.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

IN FM RULES . . .

§3.231-3.238, inclusive—

[EDITOR'S NOTE: Same as §3.101-3.108, above, with the following exceptions: (1) references are to FM rather than standard stations and networks; and (2) the section on "Network Ownership of Stations" is changed to read as follows:

§3.236 *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[25] of a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.]

Reports to be Filed [26]

ALL BROADCAST STATIONS . . .

§1.341 *Financial report, broadcast licensees and permittees.*—(a) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

(b) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before Feb. 1 of each year on Form 324A an estimate of the station's total broadcast revenues and total broadcast expenses for the preceding calendar year.

§1.342 *Filing of contracts.*—Each licensee or permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee or permittee of station, or of any of licensee's or permittee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee or permittee, rights or interests therein, its stock or voting rights thereto; (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

§1.343 *Ownership reports, broadcast licensees and permittees.*—(a) *Annual ownership reports.* The licensee or permittee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 323 an annual ownership report and shall show the following information as of December 31 of the preceding calendar year.

(1) In the case of an individual, the name of such individual.

(2) In the case of a partnership, the names of the partners and the interests of each partner.[27]

(3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock.

FOR EXAMPLE:

(a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee, together with full information as to the identity and citizenship of the person authorized to vote licensee's or permittee's stock.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

(d) Full information as to family relationship or business association between two or more officials and/or stockholders.

(4) In the case of all licensees or permittees: (i) the name, residence, position and date of appointment of operating personnel determining program policy (such as general manager, program director, etc.); (ii) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract; (iii) any interest which the licensee may have in any other broadcast station.

(b) *Interim ownership reports.* An interim ownership report shall be filed

(Continued on page 418)

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[19] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[20] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[21] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[22] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

[23] Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

[24] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

[25] See footnote 24, above.

[26] EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §0.206(c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

[27] Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

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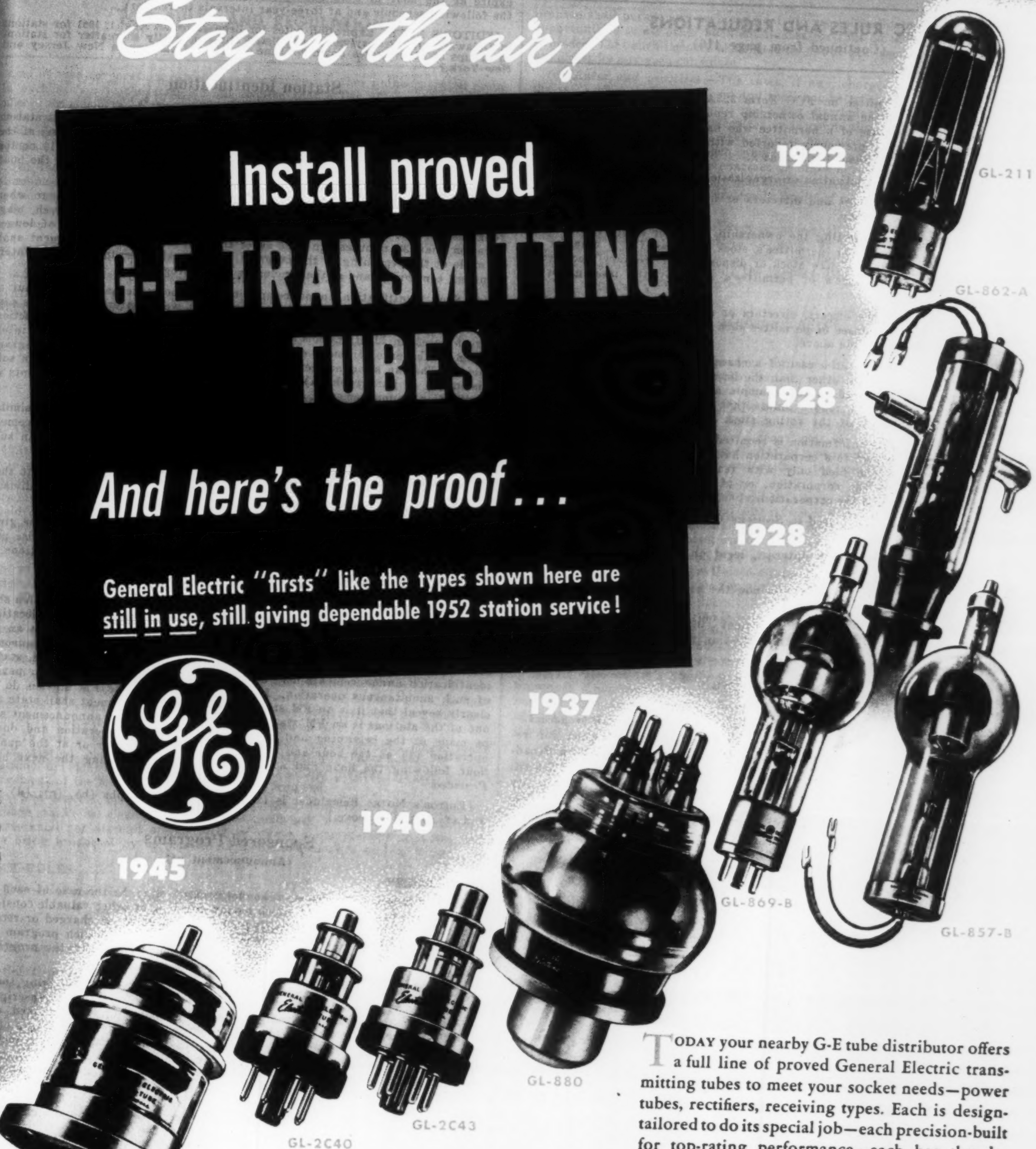

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by each licensee or permittee on FCC Form 323A describing any change in information required in the annual ownership report (the application or construction permit in the case of a permittee who has not filed an annual ownership report) from that previously reported within 30 days after any such change occurs, including without limitation:

(1) Any change in capitalization or organization.

(2) Any change in officers and directors or in operating personnel determining program policy.

(3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.

(4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above.

Provided, however, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.[28]

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1% or more of the stock of the corporation.

§1.344 *Definitions of terms used in Sections 1.341-1.343*—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" and "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . . .

§1.320 *Application for renewal of license; broadcast and non-broadcast.*—(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast, FM Broadcast and Television Broadcast Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-broadcast station shall be filed at least 60[29] days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

IN AM RULES . . .

§3.34 *Normal license period.*—(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

IN FM RULES . . .

Commercial Stations

§3.218 *Normal license period*—(a) All FM broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

Station Identification

IN AM RULES . . .

§3.187 *Station identification.*—(a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, operatic production or forum of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby, except as otherwise provided in §3.287 of the Commission's Rules Governing FM Broadcast Stations.

IN FM RULES . . .

§3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station, *Provided, however,* that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcement shall be made at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided:*

[EDITOR'S NOTE: Remainder is identical with paragraphs (b), (c), (d), (e), and (f) of §3.187 above.]

Sponsored Programs

(Announcement of)

IN AM RULES . . .

§3.189 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: *Provided, however,* That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the

(Continued on page 421)

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[28] Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

[29] The 60-day requirement does not apply to Amateurs.

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name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

IN FM RULES . . .

§3.289. [EDITOR'S NOTE: Identical with §3.189, above.]

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . . ," or "Smith Stove Co. offers you . . . ," or "Ajax Pens bring you . . . ." The following are not acceptable: "Write to the Comb Man . . . ," or "Send your money to Nylons, Box — . . . ," or "This program is sponsored by your Sink Man . . . ."]

Recordings and Transcriptions

(Identification of)

IN AM RULES . . .

§3.188 *Mechanical records*[30]—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; *Provided, however*, that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement immediately preceding the use thereof; *Provided, however*, that each such program of one minute or less need not be announced as such.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

IN FM RULES . . .

§3.288—[EDITOR'S NOTE: Identical with §3.188, above.]

Political Broadcasts

FOR AM AND FM [31]

§3.190 *Definitions.*—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. *Provided*, That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Records; inspections.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Rebroadcasts*

IN AM RULES . . .

§3.191 *Rebroadcast.—(a)* The term "rebroadcast" means reception by radio of the program [32] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.[33]

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[34]

(c) (1) The licensee of a standard broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph *(c)*, the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.[35, 36, 37]

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325*(b)* of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.[38]

IN FM RULES . . .

§3.291—[EDITOR'S NOTE: Identical in terms with §3.191, above, with two exceptions: Paragraph (e) of §3.191 is deleted in §3.291, and Paragraph (b) relates to rebroadcasts of programs of U.S. "standard, FM or noncommercial educational" stations.]

* EDITOR'S NOTE: Proposed rule-making proceedings, designed to clarify the rebroadcasting rules, were pending on Jan. 1.

(Continued on page 422)

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[30] During the annual periods in which Daylight Saving Time will be effective, the requirements of this section are waived with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast one hour later by those stations which operate on standard time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10 a.m. and 10 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription, and indicating whether the transcriptions have been made by the network or the individual station. A network organization or individual station taking advantage of this waiver should so advise the Commission.

[31] Sec. 3.190, reprinted here, is from AM rules. In FM it is 3.290.

[32] As used in Sec. 3.191, program includes any complete program or part thereof, or any signals if other than A-3 emission.

[33] In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

[34] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[35] The broadcasting of a program relayed by a remote pickup broadcast station (Sec. 4.401) is not considered a rebroadcast.

[36] Informal application may be employed.

[37] By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.191 (d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

[38] Formal application required. See Standards of Good Engineering Practice for form number.

FCC RULES AND REGULATIONS

(Continued from page 421)

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES)

§1.401 *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402 *Revocation of licenses.*—Whenever it appears that grounds exist for revocation of license, as provided in Section 312(a) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureaus of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that suspension proceedings should be instituted, a suspension order will be issued. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

FOR ALL STATIONS . . .

§3.192[39] *Lotteries and Give-Away Programs.*—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U.S.C. §1304.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information.*—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than $1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Censorship

FOR ALL STATIONS . . .

§326 (of Communications Act.)—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language.*—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than $10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

VOLUNTARY . . .

§1.321 *Application for voluntary assignment or transfer of control; broadcast.*—(a) Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control.

(b) *Pro forma* assignment or transfer applications shall be filed on FCC Form 316. Such cases are defined as cases in which:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests;

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an executor, administrator or other court appointed officer caused by death or legal disability except that this form does not cover assignments (or transfers) from the executor, administrator or

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[39] Effective date of the lottery rules was postponed by FCC until current court tests of their legality have been completed. The same is true of §3.292 (FM) which is identical to §3.192, reprinted here.

XUM

This FREE informative book on Sound Control can help solve your studio acoustics problems

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U. S. AM BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1951)

** CP granted for increase in power. † Construction permit for new station. ‡ Special authorization for power or frequency. CP—Construction permit for frequency L—Limited time; operates night hours only when dominant station is not operating. DA—Directional antenna. D—Daytime operation. LS—Local sunset N—Night. U—Unlimited time. SH—Specified hours. Class of Station shown in parentheses.*

Call Letters	City	Power in Watts
	550 KC. REGIONAL	
KOY	Phoenix, Ariz. (III-A)	LS-5,000 N-1,000
KAFY	Bakersfield, Cal.	DA-1,000
KFMB	San Diego, Cal. (III-B)	DA-1,000
KFRM	Kansas City, Mo. (III)	DA-D-5,000
KSD	St. Louis, Mo. (III-A)	DA-N-5,000
KOPR	Butte, Mont. (III-B)	DA-N-1,000
WGR	Buffalo, N. Y. (III-A)	DA-N-5,000
KFYR	Bismarck, N. D. (III-A)	DA-N-5,000
WKRC	Cincinnati, O. (III-B)	LS-5,000 DA-U-N-1,000
KOAC	Corvallis, Ore. (III-A)	DA-5,000
KCRS	Midland, Tex. (III-B)	LS-5,000 DA-U-N-1,000
KTSA	San Antonio, Tex. (III-A)	DA-N-5,000
WDEV	Waterbury, Vt. (III-B)	DA-1,000
WSVA	Harrisonburg, Va. (III)	DA-N-1,000
WLIN	Merrill, Wisc. (III)	DA-N-1,000
KENI	Anchorage, Alaska (III-A)	5,000
KMVI	Wailuku, T. H. (III-A)	1,000
WPAB	Ponce, P. R. (III)	LS-5,000 N-1,000
	560 KC. REGIONAL	
WOOF	Dothan, Ala. (III)	D-1,000 *D-5,000
KYUM	Yuma, Ariz. (III-B)	DA-N-1,000
KSFO	San Francisco, Cal. (III-A)	LS-5,000 N-1,000
KLZ	Denver, Colo. (III-A)	DA-5,000
WQAM	Miami, Fla. (III-A)	LS-5,000 N-1,000
WIND	Chicago, Ill. (III-A)	DA-5,000
WMIK	Middlesboro, Ky. (III)	D-500
WGAN	Portland, Me. (III-A)	DA-5,000
WHYN	Holyoke, Mass. (III-B)	DA-1,000
KWTO	Springfield, Mo. (III-B)	LS-5,000 DA-N-1,000 *DA-N-5,000
KMON	Great Falls, Mont. (III-A)	DA-N-5,000
WGAI	Elizabeth City, N. C. (III)	LS-1,000 DA-U-N-500
WFIL	Philadelphia, Pa. (III-A)	DA-5,000
WIS	Columbia, S. C. (III-A)	DA-N-5,000
WHBQ	Memphis, Tenn. (III-B)	LS-5,000 DA-U-N-1,000
KFDM	Beaumont, Tex. (III-A)	DA-N-5,000
KPQ	Wenatchee, Wash. (III-A)	DA-N-5,000
WJLS	Beckley, W. Va. (III-B)	LS-1,000 DA-N-500
	570 KC. REGIONAL	
WGWD	Gadsden, Ala. (III)	D-1,000
KCNO	Alturas, Cal. (III)	D-1,000
KLAC	Los Angeles, Cal. (III-A)	LS-5,000 N-1,000
WGMS	Washington, D. C. (III)	D-1,000
WACL	Waycross, Ga.	D-1,000
WKYB	Paducah, Ky.	LS-1,000 DA-U-N-500
WVMI	Biloxi, Miss. (III)	D-1,000
WMCA	New York, N. Y. (III-A)	DA-5,000
WSYR	Syracuse, N. Y. (III-A)	DA-5,000
WWNC	Asheville, N. C. (III-A)	DA-N-5,000
WKBN	Youngstown, O. (III-A)	DA-N-5,000
WNAX	Yankton, S. D. (III-A)	DA-N-5,000
WFAA	Dallas, Tex. (III-A) (See 820 kc)	DA-5,000
WBAP	Ft. Worth, Tex. (III-A) (See 820 kc)	DA-5,000
KUTA	Salt Lake City, Utah (III-A)	DA-5,000
KVI	Seattle, Wash. (III-A)	5,000
WMAM	Marinette, Wis. (IV)	LS-250 N-100
	580 KC. REGIONAL	
KCNA	Tucson, Ariz. (III)	LS-5,000 DA-N-500
KMJ	Fresno, Cal. (III-A)	5,000
WDBO	Orlando, Fla. (III-A)	DA-N-5,000
WGAC	Augusta, Ga. (III-B)	LS-5,000 DA-N-1,000
KFXD	Nampa, Ida. (III-B)	DA-1,000 *DA-N-5,000
WILL	Urbana, Ill. (III)	DA-D-5,000
KSAC	Manhattan, Kan. (III-B)	LS-5,000 N-500
WIBW	Topeka, Kan. (III-A)	DA-N-5,000
KALB	Alexandria, La. (III-B)	LS-5,000 DA-N-1,000
WTAG	Worcester, Mass. (III-A)	DA-5,000
....	Iuba, Miss.	D-1,000
WHP	Harrisburg, Pa. (III-A)	DA-N-5,000
WCHS	Charleston, W. Va. (III-A)	DA-N-5,000
WKTY	La Crosse, Wis. (III-B)	DA-1,000
†KABI	Ketchikan, Alaska (III)	LS-1,000 N-500
WKAQ	San Juan, P. R. (III-A)	5,000
	590 KC. REGIONAL	
WRAG	Carrollton, Ala.	D-1,000
KFXM	San Bernardino, Cal. (III-B)	DA-1,000
KCSJ	Pueblo, Colo. (III-B)	DA-N-1,000
WDLP	Panama City, Fla. (III-B)	DA-N-1,000
WAGA	Atlanta, Ga. (III-A)	DA-N-5,000
KID	Idaho Falls, Ida. (III)	LS-5,000 DA-N-1,000
WVLK	Versailles, Ky. (III-B)	DA-1,000
WEEI	Boston, Mass. (III-A)	DA 5,000
WKZO	Kalamazoo, Mich. (III-A)	DA-N-5,000
WOW	Omaha, Neb. (III-A)	5,000
WROW	Albany, N. Y. (III-B)	LS-5,000 DA-U-N-1,000
WGTM	Wilson, N. C. (III-A)	DA-5,000
KUGN	Eugene, Ore. (III)	DA-N-1,000
WARM	Scranton, Pa. (III) (CP from 1400 kc)	DA-5,000
WMBS	Uniontown, Pa. (III-B)	DA-N-1,000
KTBC	Austin, Tex. (III-B)	LS-5,000 DA-N-1,000
KSUB	Cedar City, Utah (III-B)	DA-N-1,000
WLVA	Lynchburg, Va. (III-B)	DA-1,000
KHQ	Spokane, Wash. (III-A)	5,000
KGMB	Honolulu, T. H. (III-A)	5,000
	600 KC. REGIONAL	
KVCV	Redding, Cal. (III-B)	DA-1,000
KFSD	San Diego, Cal. (III-A)	DA-5,000
WICC	Bridgeport, Conn. (III-B)	LS-1,000 DA-U-N-500
WPDQ	Jacksonville, Fla. (III-A)	DA-N-5,000
WMT	Cedar Rapids, Ia. (III-A)	DA-N-5,000
WMRY	New Orleans, La. (III)	D-500
WCAO	Baltimore, Md. (III-A)	DA-5,000
WTAC	Flint, Mich. (III-B)	LS-1,000 DA-U-N-500
KGEZ	Kalispell, Mont. (III) (CP from 1340 kc)	DA-1,000
WSJS	Winston-Salem, N. C. (III-A)	DA-5,000
KSJB	Jamestown, N. D. (III-A)	DA-5,000
WREC	Memphis, Tenn. (III-A)	DA-5,000
KROD	El Paso, Tex. (III-A)	DA-N-5,000
KERB	Kermit, Tex.	DA-D-1,000
KTBB	Tyler, Tex. (III)	LS-500 DA-N-1,000
KFQD	Anchorage, Alaska (III)	5,000
	610 KC. REGIONAL	
WSGN	Birmingham, Ala. (III-B)	LS-5,000 DA-N-1,000
KFRC	San Francisco, Cal. (III-A)	5,000
WIOD	Miami, Fla. (III-A)	DA-5,000
KDAL	Duluth, Minn. (III-A)	DA-N-5,000
WDAF	Kansas City, Mo. (III-A)	5,000
KOJM	Havre, Mont. (III)	DA-1,000
WMUR	Manchester, N. H. (III-B)	LS-5,000 DA-U-N-1,000
KGGM	Albuquerque, N. M. (III-A)	DA-N-5,000
WAYS	Charlotte, N. C. (III-B)	LS-5,000 DA-U-N-1,000
WHKC	Columbus, O. (III-A)	DA-N-5,000
WIP	Philadelphia, Pa. (III-A)	DA-5,000
KLEE	Houston, Tex. (III-A)	DA-5,000
KVNU	Logan, Utah (III-B)	DA-N-1,000
WSLS	Roanoke, Va. III-B)	DA-1,000
KWIE	Kennewick, Wash. (III)	DA-N-1,000
KFAR	Fairbanks, Alaska (III-A) (‡660 kc)	5,000 ‡10,000
	620 KC. REGIONAL	
KTAR	Phoenix, Ariz. (III-A)	DA-N-5,000
KNGS	Hanford, Cal. (III-B)	DA-N-1,000
WSUN	St. Petersburg, Fla. (III-A)	DA-N-5,000
KWAL	Wallace, Idaho (III-B)	DA-N-1,000
KCOM	Sioux City, Ia. (III-B)	DA-1,000
WLBZ	Bangor, Me. (III-A)	DA-N-5,000
WRBC	Jackson, Miss. (III-B)	LS-5,000 DA-N-1,000
WVNJ	Newark, N. J. (III-A)	DA-5,000
WAGE	Syracuse, N.Y. (III-B)	LS-5,000 DA-N-1,000
WDNC	Durham, N. C. (III-B)	LS-5,000 DA-U-N-1,000
KGW	Portland, Ore. (III-A)	DA-5,000
WHJB	Greensburg, Pa. (III-B)	LS-1,000 DA-U-N-500
WROL	Knoxville, Tenn. (III-A)	DA-5,000
KWFT	Wichita Falls, Tex. (III-A)	DA-N-5,000
WCAX	Burlington, Vt. (III-A)	DA-5,000
WWNR	Beckley, W. Va. (III)	LS-1,000 DA-N-5,000
WTMJ	Milwaukee, Wis. (III-A)	DA-N-5,000
	630 KC. REGIONAL	
WAVU	Albertville, Ala. (III)	D-500
KVMA	Magnolia, Ark. (III)	D-1,000
KVOD	Denver, Colo. (III-A)	DA-5,000
WMAL	Washington, D. C. (III-A)	DA-5,000
WSAV	Savannah, Ga. (III-A)	DA-N-5,000 DA-5,000
KIDO	Boise, Idaho (III)	DA-5,000
WLAP	Lexington, Ky. (III)	LS-5,000 DA-U-N-1,000
WJMS	Ironwood, Mich. (III-B)	DA-N-1,000
KXOK	St. Louis, Mo. (III-A)	DA-5,000
KOH	Reno, Nev. (III-A)	LS-5,000 DA-N-1,000
WIRC	Hickory, N. C. (III)	D-1,000
WMFD	Wilmington, N. C. (III-B)	DA-1,000
WQAN	Scranton, Pa.	D-500
WPRO	Providence, R. I. (III-A)	DA-N-5,000
KGFX	Pierre, S. D. (IV)	D-200
KMAC	San Antonio, Tex. (III-A)	DA-5,000
†KJNO	Juneau, Alaska (III)	LS-1,000 N-500
KPOA	Honolulu, T. H. (III-A)	5,000
	640 KC. CLEAR	
KFI	Los Angeles, Calif. (I-A)	50,000
WOI	Ames, Ia. (II)	D-5,000
WHKK	Akron, O. (II)	LS-1,000 DA-L-N-L-1,000
WNAD	Norman, Okla. (II)	D-1,000
	650 KC. CLEAR	
WSM	Nashville, Tenn. (I-A)	50,000
KRCT	Baytown, Tex. (II)	D-250
	660 KC. CLEAR	
KOWH	Omaha, Neb. (II)	D-500
WNBC	New York, N. Y. (I-A)	DA-50,000
WESC	Greenville, S. C. (II)	D-5,000
KSKY	Dallas, Tex. (II)	D-1,000
‡KFAR	Fairbanks, Alaska (III-A) (Also see 610 kc.)	10,000
	670 KC. CLEAR	
WMAQ	Chicago, Ill. (I-A)	50,000
	680 KC. CLEAR	
KNBC	San Francisco, Cal. (I-B)	50,000
WPIN	Clearwater, Fla. (II)	D-1,000
WCTT	Corbin, Ky. (II)	DA-N-1,000
WCBM	Baltimore, Md. (II)	LS-10,000 DA-U-N-5,000
WLAW	Lawrence, Mass. (II)	DA-50,000
WDBC	Escanaba, Mich.	DA-1,000
KFEQ	St. Joseph, Mo. (II)	DA-5,000
WINR	Binghamton, N. Y. (CP from 1490 kc)	LS-1,000 DA-U-N-500
WRNY	Rochester, N. Y. (II)	D-250
WPTF	Raleigh, N. C. (II)	DA-N-50,000
WISR	Butler, Pa. (II)	D-250

(Continued on page 426)

FCC RULES AND REGULATIONS

(Continued from page 422)

other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corportation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;

(7) There is an assignment of *less* than a controlling interest in a partnership.

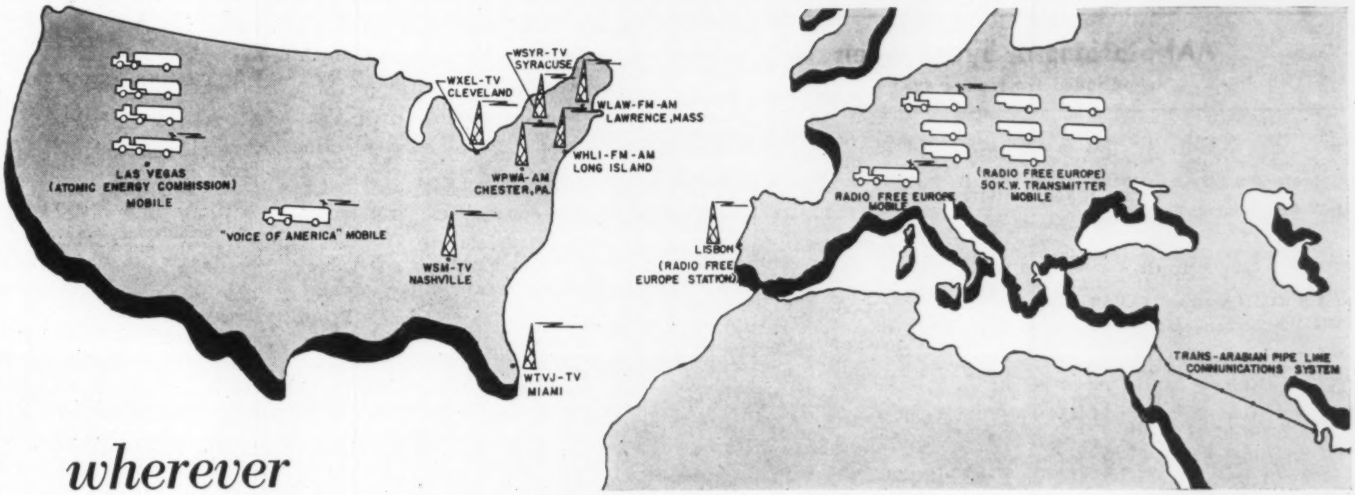
[EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until *after* Commission approved. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

INVOLUNTARY TRANSFERS AND ASSIGNMENTS

§1.323 *Application for involuntary assignment or transfer of control; broadcast and non-broadcast.*—In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) within thirty days ofter the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.


WSYR-TV SYRACUSE
WXEL-TV CLEVELAND
WLAW-FM-AM LAWRENCE, MASS
WHLI-FM-AM LONG ISLAND
WPWA-AM CHESTER, PA.
LAS VEGAS (ATOMIC ENERGY COMMISSION) MOBILE
"VOICE OF AMERICA" MOBILE
WSM-TV NASHVILLE
WTVJ-TV MIAMI
LISBON (RADIO FREE EUROPE STATION)
RADIO FREE EUROPE MOBILE
(RADIO FREE EUROPE) 50 K.W. TRANSMITTER MOBILE
TRANS-ARABIAN PIPE LINE COMMUNICATIONS SYSTEM

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TV - AM - FM BROADCASTING STATIONS: WXEL-TV, Cleveland, Ohio . . . WSM-TV, Nashville, Tenn. . . . WSYR-TV, Syracuse, N. Y. . . . WHEC-TV, Rochester, N. Y. (in process) . . . KARK-TV, Little Rock, Ark. (in process) . . . WHLI-AM & FM, Hempstead, L. I. . . . WLAW-AM, Lawrence, Mass. . . . WPWA-AM , Chester, Pa. . . . . WTVJ-TV, Miami, Fla. (consultation).

*RCA subcontract †Federal Telecommunications subcontract

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AM Stations by Frequencies

(Continued from page 424)

Call Letters	City	Power in Watts
WMPS	Memphis, Tenn. (II)	LS-10,000 DA-N-5,000
KABC	San Antonio, Tex. (II)	LS-50,000 DA-N-10,000
KOMW	Omak, Wash. (II)	D-1,000
WAPA	San Juan, P. R. (II)	10,000
	690 KC. (Canadian) CLEAR	
WVOK	Birmingham, Ala. (II)	DA-D-50,000
KGGF	Coffeyville, Kan. (II)	LS-10,000 DA-U-N-5,000
WWEZ	New Orleans, La. (II)	DA-5,000
KSTL	St. Louis, Mo. (II)	D-1,000
KRCO	Prineville, Ore.	D-1,000
WHLM	Bloomsburg, Pa. (II)	DA-D-1,000
KUSD	Vermillion, S. Dak. (II) (CP from 920 kc)	DA-D-1,000
KEPO	El Paso, Tex. (II)	DA-5,000 *DA-10,000
KPET	Lamesa, Tex. (II)	250
KSVC	Richfield, Utah (II)	D-1,000
WCYB	Bristol, Va. (II)	D-10,000
WNNT	Warsaw, Va. (II)	D-250
KULA	Honolulu, T. H. (II)	10,000
	700 KC. CLEAR	
WLW	Cincinnati, O. (I-A)	50,000
	710 KC. CLEAR	
WKRG	Mobile, Ala. (II)	LS-1,000 DA-N-250 *LS-1,000 *DA-N-500
KMPC	Los Angeles, Cal. (II)	LS-50,000 DA-N-10,000 *DA-N-50,000
WGBS	Miami, Fla. (II)	LS-50,000 DA-U-N-10,000
WROM	Rome, Ga. (II)	D-1,000
KTBS	Shreveport, La. (II)	LS-10,000 DA-U-N-5,000
WHB	Kansas City, Mo. (II)	LS-10,000 DA-U-N-5,000
WOR	New York, N. Y. (I-B)	DA-50,000
WTPR	Paris, Tenn. (II)	D-250
KGNC	Amarillo, Tex. (II)	DA-10,000
KURV	Edinburg, Tex. (II)	D-250
KIRO	Seattle, Wash. (I-B)	DA-N-50,000
WDSM	Superior, Wis. (II)	DA-N-5,000
KFBC	Cheyenne, Wyo. (CP from 1240 kc)	LS-10,000 DA-U-N-1,000
WKJB	Mayaguez, P. R. (II)	LS-1,000 N-500
	720 KC. CLEAR	
WGN	Chicago, Ill. (I-A)	50,000
	730 KC. (Mexican) CLEAR	
WKTG	Thomasville, Ga. (II)	D-1,000
KWGB	Goodland, Kan. (II)	D-1,000
WFMW	Madisonville, Ky. (II)	D-250
WMTC	Vancleve, Ky. (II)	D-1,000
KTRY	Bastrop, La. (II)	D-250
WIHL	Hammond, La. (II)	D-250
WACE	Chicopee, Mass. (II)	D-1,000
KWOA	Worthington, Minn. (II)	D-1,000
KWRE	Warrenton, Mo. (II)	D-500
WFMC	Goldsboro, N. C. (II)	D-1,000
WOHS	Shelby, N. C. (II)	D-250
WHWL	Nanticoke, Pa. (II)	D-1,000
WPIT	Pittsburgh, Pa. (II)	D-1,000
WPAL	Charleston, S. C. (II)	D-1,000
WLIL	Lenoir City, Tenn. (II)	D-500
WDIA	Memphis, Tenn. (II)	D-250
WKSR	Pulaski, Tenn. (II)	D-250
KOPP	Ogden, Utah (II)	D-1,000
WPIK	Alexandria, Va. (II)	D-1,000
KULE	Ephrata, Wash. (II)	D-250
	740 KC. (Canadian) CLEAR	
†WBAM	Montgomery, Ala. (II)	DA-D-50,000
†KBIG	Avalon, Cal. (II)	DA-D-10,000
KCBS	San Francisco (II)	DA-50,000
WORZ	Orlando, Fla. (II)	DA-1,000
WVLN	Olney, Ill. (II)	D-250
KBOE	Oskaloosa, Ia. (II)	D-250
WNOP	Newport, Ky. (II)	DA-D-1,000
WTAO	Cambridge, Mass. (II)	D-250
KPBM	Carlsbad, N. M. (II)	D-1,000
WGSM	Huntington, N. Y. (II)	DA-D-1,000
WMBL	Morehead City, N. C. (II)	D-1,000
WPAQ	Mt. Airy, N. C. (II)	D-1,000
KRMG	Tulsa, Okla. (II)	LS-50,000 DA-U-N-10,000
WVCH	Chester, Pa. (II)	D-250
WIRJ	Humboldt, Tenn. (II)	D-250
WJIG	Tullahoma, Tenn. (II)	D-250
†KACE	Dallas, Tex. (II)	LS-10,000 DA-U-N-5,000
KTRH	Houston, Tex. (II)	DA-50,000
†WILB	Williamsburg, Va. (II)	D-500
WIAC	Santurce, P. R. (II)	DA-10,000
	750 KC. CLEAR	
WSB	Atlanta, Ga. (I-A)	50,000
WBMD	Baltimore, Md. (II)	D-1,000
KMMJ	Grand Island, Neb. (II)	LS-1,000 N-L-1,000
WHEB	Portsmouth, N. H. (II)	LS-1,000 N-L-1,000
KSEO	Durant, Okla. (II)	D-250
KXL	Portland, Ore. (II)	LS-10,000 DA-L-N-L-10,000
WPDX	Clarksburg, W. Va. (II)	D-1,000
	760 KC. CLEAR	
WJR	Detroit, Mich. (II)	50,000
WCPS	Tarboro, N. C. (I-A)	D-1,000
KGU	Honolulu, T. H. (II)	LS-2,500 N-L-2,500
	770 KC. CLEAR	
KUOM	Minneapolis, Minn. (II)	D-5,000
WCAL	Northfield, Minn. (II)	D-5,000
WEW	St. Louis, Mo. (II)	D-1,000
‡KOB	Albuquerque, N. M. (II) (Also see 1030 kc)	LS-50,000 N-25,000
WJZ	New York, N. Y. (I-A)	50,000
KXA	Seattle, Wash. (II)	LS-1,000 N-L-1,000
	780 KC. CLEAR	
WBBM	Chicago, Ill. (I-A)	50,000
WJAG	Norfolk, Neb. (II)	LS-1,000 N-L-1,000
WCKB	Dunn, N. C. (II)	D-1,000
WBBO	Forest City, N. C. (II)	D-1,000
KSPI	Stillwater, Okla. (II)	D-250
WARL	Arlington, Va. (II)	D-1,000
	790 KC. CLEAR	
KOSY	Texarkana, Ark. (III)	LS-1,000 DA-N-500
KECA	Los Angeles, Cal. (III-A)	DA-N-5,000
WLBE	Leesburg, Fla. (III-B)	DA-1,000
WQXI	Buckhead, Ga. (III)	D-5,000
KXXX	Colby, Kan. (III)	D-5,000
WGRC	Louisville, Ky. (III-B)	LS-5,000 DA-U-N-1,000
WSGW	Saginaw, Mich. (III-B)	DA-1,000
KGHL	Billings, Mont. (III-A)	DA-N-5,000
WWNY	Watertown, N. Y. (III-B)	DA-N-1,000
WTNC	Thomasville, N. C. (III)	D-1,000
KFGO	Fargo, N. D. (III-A)	DA-N-5,000
WAEB	Allentown, Pa. (III-B)	LS-500 DA-U-N-1,000
WPIC	Sharon, Pa. (III)	D-1,000
WEAN	Providence, R. I. (III-A)	DA-5,000
WETB	Johnson City, Tenn. (III)	D-1,000
WMC	Memphis, Tenn. (III-A)	DA-N-5,000
KTHT	Houston, Tex. (III-A)	DA-5,000
KFYO	Lubbock, Tex. (III) (CP from 1340 kc)	LS-5,000 DA-U-N-1,000
WTAR	Norfolk, Va. (III-A)	DA-N-5,000
KVOS	Bellingham, Wash. (III-B)	DA-1,000
KNEW	Spokane, Wash. (III) (CP from 1340 kc)	DA-5,000 DA-N-500
†WEGG	Moorefield, W. Va. (III)	D-1,000
WEAU	Eau Claire, Wis. (III-A)	DA-N-5,000
KFRB	Fairbanks, Alaska (III) (CP from 1290 kc)	5,000
	800 KC. (Mexican) CLEAR	
WHOS	Decatur, Ala. (II)	D-1,000
WMGY	Montgomery, Ala. (II)	D-1,000
WLAD	Danbury, Conn. (II)	D-250
WMBM	Miami Beach, Fla. (II)	D-1,000
WWPF	Palatka, Fla. (II)	D-250
WJAT	Swainsboro, Ga. (II)	D-1,000
KXIC	Iowa City, Ia. (II)	DA-D-1,000
WBOK	New Orleans, La. (II)	DA-D-1,000
WCCM	Lawrence, Mass. (II)	D-1,000
WKDN	Camden, N. J. (II)	D-1,000
KTOW	Oklahoma City, Okla. (II)	D-250
KPDQ	Portland, Ore. (II)	D-1,000
WCHA	Chambersburg, Pa. (II)	D-1,000
WDSC	Dillon, S. C. (II)	D-1,000
WEAB	Greer, S. C. (II)	D-250
WIBK	Knoxville, Tenn. (II)	D-1,000
KDDD	Dumas, Tex. (II)	D-250
KBUH	Brigham City, Utah (II)	D-250
WSVS	Crewe, Va. (II)	D-1,000
WHTN	Huntington, W. Va. (II)	D-1,000
	810 KC. CLEAR	
KGO	San Francisco, Cal. (I-B)	DA-50,000
WASL	Annapolis, Md. (II)	D-250
KCMO	Kansas City, Mo. (II)	LS-50,000 DA-N-10,000
WGY	Schenectady, N. Y. (I-B)	50,000
WKBC	N. Wilkesboro, N. C. (II)	D-1,000
WCEC	Rocky Mount, N. C. (II)	D-1,000
WEDO	McKeesport, Pa. (II)	D-1,000
KTBI	Tacoma, Wash. (II) (CP for 850 kc)	D-1,000
	820 KC. CLEAR	
WAIT	Chicago, Ill. (II)	LS-5,000 N-L-5,000
WCBD	Chicago, Ill. (II)	D-5,000
WIKY	Evansville, Ind. (II)	D-250
WOSU	Columbus, O. (II)	LS-5,000 N-L-5,000
WFAA	Dallas, Tex. (I-A) (See 570 kc.)	50,000
WBAP	Fort Worth, Tex. (I-A) (See 570 kc.)	50,000
	830 KC. CLEAR	
WCCO	Minneapolis, Minn. (I-A)	50,000
KBOA	Kennett, Mo. (II)	D-1,000
WNYC	New York, N. Y. (II)	LS-1,000 DA-L-N-L-1,000
	840 KC. CLEAR	
WKAB	Mobile, Ala. (II)	D-1,000
WKNB	New Britain, Conn. (II)	D-1,000
WHAS	Louisville, Ky. (I-A)	50,000
WVPO	Stroudsburg, Pa. (II)	D-250
	850 KC. CLEAR	
WILD	Birmingham, Ala. (II) (CP from 1490 kc)	LS-5,000 DA-N-1,000
KOA	Denver, Colo. (I-A)	50,000
WRUF	Gainesville, Fla. (II)	DA-N-5,000
WHDH	Boston, Mass. (II)	DA-50,000
WKBZ	Muskegon, Mich. (II)	DA-1,000 *LS-5,000 *DA-U-N-1,000
KFUO	Clayton, Mo. (II)	LS-5,000 N-L-5,000
WXKW	Albany, N. Y. (II)	DA-10,000
WNAO	Raleigh, N. C. (II)	LS-10,000 DA-N-5,000
WJW	Cleveland, O. (II)	DA-5,000
WEEU	Reading, Pa. (II)	DA-N-1,000
WCAV	Norfolk, Va. (II)	DA-1,000
KTBI	Tacoma, Wash. (II) (CP from 810 kc)	DA-N-1,000
KILA	Hilo, T. H. (II)	1,000
	860 KC. (Canadian) CLEAR	
KIFN	Phoenix, Ariz. (II)	D-250
KOSE	Osceola, Ark. (II)	D-1,000
KTRB	Modesto, Cal. (II)	LS-5,000 DA-N-1,000
WERD	Atlanta, Ga. (II)	D-1,000
WDMG	Douglas, Ga. (II)	D-1,000
KWPC	Muscatine, Ia. (II)	D-250
KOAM	Pittsburg, Kans. (II)	LS-10,000 DA-N-5,000
WSON	Henderson, Ky. (II)	D-500
WNAW	North Adams, Mass. (II)	D-250
KNUJ	New Ulm, Minn. (II)	D-1,000
WHOD	Homestead, Pa. (II)	D-250
WTEL	Philadelphia, Pa. (II)	D-250
WLBG	Laurens, S. C. (II)	D-250
†KFST	Ft. Stockton, Tex. (II)	D-250
KPAN	Hereford, Tex. (II)	D-250
KSFA	Nacogdoches, Tex. (II)	D-1,000
KONO	San Antonio, Tex. (II)	LS-5,000 DA-N-1,000
WOAY	Oak Hill, W. Va. (II)	D-5,000
WFOX	Milwaukee, Wis. (II)	D-250
KIKI	Honolulu, T. H. (II)	250
WNEL	San Juan, P. R. (II)	DA-5,000
	870 KC. CLEAR	
KIEV	Glendale, Cal. (II)	D-250
WWL	New Orleans, La. (I-A)	DA-50,000
WKAR	E. Lansing, Mich. (II)	D-5,000
WHCU	Ithaca, N. Y. (II)	LS-1,000 N-L-1,000
WGTL	Kannapolis, N. C. (II)	D-1,000
KCNC	Fort Worth, Tex. (II)	D-250
WFLO	Farmville, Va. (II)	D-1,000
	880 KC. CLEAR	
WCBS	New York, N. Y. (I-A)	50,000
WRRZ	Clinton, N. C. (II)	D-1,000
WRFD	Worthington, O. (II)	D-5,000
	890 KC. CLEAR	
WENR	Chicago, Ill. (I-A)	50,000
WLS	Chicago, Ill. (I-A)	50,000
WHNC	Henderson, N. C. (II)	D-1,000
KBYE	Oklahoma City, Okla. (II)	D-1,000
	900 KC. (Mexican) CLEAR	
WLBS	Birmingham, Ala. (II)	D-1,000
KLCN	Blytheville, Ark. (II)	D-1,000
KSJV	Sanger, Cal. (II)	D-1,000
WJWL	Georgetown, Del.	D-1,000
WSWN	Belle Glade, Fla. (II)	D-1,000
WJIV	Savannah, Ga. (II)	D-1,000
WKYW	Louisville, Ky. (II)	D-1,000
WLSI	Pikeville, Ky. (II)	D-1,000
WATC	Gaylord, Mich. (II)	D-1,000
KTIS	Minneapolis, Minn. (II)	D-1,000
KFAL	Fulton, Mo.	D-250
KJSK	Columbus, Neb. (II)	D-1,000
WOTW	Nashua, N. H. (II)	D-1,000
WAYN	Rockingham, N. C. (II)	D-1,000
WIAM	Williamston, N. C. (II)	D-1,000
WAND	Canton, O. (II)	D-500
WFRO	Fremont, O. (II)	DA-D-500
WCPA	Clearfield, Pa. (II)	D-1,000
WCOR	Lebanon, Tenn. (II)	D-250
KALT	Atlanta, Tex. (II)	D-1,000
KMCO	Conroe, Tex. (II)	DA-D-500
KFLD	Floydada, Tex. (II)	D-250
KCLW	Hamilton, Tex. (II)	D-250
KALE	Richland, Wash. (II) (CP for 960 kc)	D-1,000
WATK	Antigo, Wis. (II)	D-250
	910 KC. REGIONAL	
KPHO	Phoenix, Ariz. (III-A)	DA-N-5,000
KLX	Oakland, Cal. (III-A)	1,000 *DA-5,000
KPOF	Denver, Colo. (III-A)	LS-5,000 N-1,000
WHAY	New Britain, Conn. (III-A)	DA-5,000
WGAF	Valdosta, Ga. (III-A)	DA-N-5,000
WSUI	Iowa City, Ia. (III-A)	DA-5,000
WABI	Bangor, Me. (III-A)	DA-N-5,000
WFDF	Flint, Mich. (III-B)	DA-1,000
WCOC	Meridian, Miss. (III-A)	LS-5,000 N-1,000
KCJB	Minot, N.D. (III)	DA-N-1,000
WPFB	Middletown, O. (III)	LS-1,000 N-100
KGLC	Miami, Okla. (III-B)	DA-1,000
WAVL	Apollo, Pa. (III)	D-1,000
WGBI	Scranton, Pa. (III-B)	LS-1,000 N-500
WSBA	York, Pa. (III-B)	DA-1,000
WORD	Spartanburg, S. C. (II)	DA-1,000
WJHL	Johnson City, Tenn. (III-A)	LS-5,000 DA-N-1,000
KRIO	McAllen, Tex. (III-B)	DA-1,000
KRRV	Sherman, Tex. (III-B)	DA-1,000
KALL	Salt Lake City, Utah (III-B)	DA-1,000
WRNL	Richmond, Va. (III-A)	DA-N-5,000
KVAN	Vancouver, Wash. (III-B)	DA-1,000
WDOR	Sturgeon Bay, Wis. (III)	D-500
WPRP	Ponce, P. R. (III-A)	DA-5,000
	920 KC. REGIONAL	
WWWR	Russelville, Ala. (III)	D-1,000
KARK	Little Rock, Ark. (III-A)	DA-N-5,000
KVEC	San Luis Obispo, Cal. (III-B)	LS-1,000 N-500
KFXJ	Grand Junction, Colo. (III-B)	LS-1,000 N-500
WGST	Atlanta, Ga. (III-A)	LS-5,000 N-1,000
WMOK	Metropolis, Ill. (III)	D-500
WBAA	W. Lafayette, Ind. (III-B)	LS-5,000 DA-N-1,000
KFNF	Shenandoah, Ia. (III-B)	LS-1,000 N-500
KDHL	Faribault, Minn. (III-B)	DA-1,000
KWAD	Wadena, Minn. (III-B)	DA-N-1,000
KRAM	Las Vegas, Nev. (III-B)	LS-1,000 DA-N-500
KOLO	Reno, Nev. (III-B)	DA-1,000
WTTM	Trenton, N.J. (III-B)	DA-1,000
WKRT	Cortland, N. Y. (III-B)	LS-1,000 DA-N-500
WBBB	Burlington, N.C. (III)	D-1,000
WKVA	Lewistown, Pa. (III)	D-1,000
WJAR	Providence, R. I. (III-A)	DA-5,000
KUSD	Vermillion, S.D. (III-B) (CP for 690 kc)	500
KELP	El Paso, Tex. (III)	D-1,000
KECK	Odessa, Tex. (III)	LS-1,000 DA-N-500
KTLW	Texas City, Tex. (III)	D-1,000
KXLY	Spokane, Wash. (III-A)	5,000

(Continued on page 428)

Antenna Towers

by

STAINLESS

- All welded, tubular steel construction
- Easy-to-erect 20-ft. sections
- Aerodynamic design: minimum wind resistance
- Natural ladder—easy to climb—easy to maintain

Designed to RMA specifications

IMMEDIATE DELIVERY

Write or wire

STAINLESS, INC.
NORTH WALES, PA.

AM Stations by Frequencies

(Continued from page 426)

Call Letters	City	Power in Watts
WMMN	Fairmont, W. Va. (III-A)	DA-N-5,000
WOKY	Milwaukee, Wis. (III)	DA-1,000
KAHU	Waipahu, T. H. (III)	1,000

930 KC. REGIONAL

Call Letters	City	Power in Watts
WETO	Gadsden, Ala. (III)	D-1,000
KHJ	Los Angeles, Cal. (III-A)	DA-5,000
KIUP	Durango, Colo. (III)	DA-N-1,000
WJAX	Jacksonville, Fla. (III-A)	DA-N-5,000
KSEI	Pocatello, Ida. (III-A)	DA-N-5,000
WTAD	Quincy, Ill. (III-B)	DA-N-1,000
WKCT	Bowling Green, Ky. (III)	LS-1,000 DA-N-500
WFMD	Frederick, Md. (III-B)	DA-N-1,000
WREB	Holyoke, Mass.	D-500
WBCK	Battle Creek, Mich. (III-B)	DA-1,000
WSLI	Jackson, Miss. (III-A)	DA-N-5,000
KWOC	Poplar Bluff, Mo. (III) (CP from 1340 kc)	LS-1,000 DA-U-N-500
WWNH	Rochester, N. H. (III)	D-1,000
WPAT	Paterson, N. J. (III-A)	DA-5,000
WBEN	Buffalo, N.Y. (III-A)	DA-N-5,000
†WIST	Charlotte, N. C. (III)	LS-5,000 DA-N-1,000
WRRF	Washington, N. C. (III)	LS-5,000 DA-N-1,000
WEOL	Elyria, O. (III-B)	DA-1,000
WKY	Oklahoma City, Okla. (III-A)	DA-N-5,000
KGAL	Lebanon, Ore. (III)	D-1,000
WCNR	Bloomsburg, Pa. (III)	D-1,000
KSDN	Aberdeen, S. D. (III-B)	DA-1,000
KDET	Center, Tex. (III)	D-1,000
KITE	San Antonio, Tex. (III)	D-1,000
WSAZ	Huntington, W. Va. (III-B)	LS-5,000 DA-N-1,000
WLBL	Stevens Point, Wis. (III)	D-5,000
KTKN	Ketchikan, Alaska (III-A)	1,000

940 KC. (Mexican & Canadian) CLEAR

Call Letters	City	Power in Watts
KFRE	Fresno, Cal. (II)	DA-50,000
WINZ	Hollywood, Fla. (II)	DA-1,000 *LS-50,000 *DA-U-N-10,000
WMAZ	Macon, Ga. (II)	DA-10,000
WMIX	Mt. Vernon, Ill. (II)	D-1,000
KIOA	Des Moines, Ia. (II)	LS-10,000 DA-U-N-5,000
WTPS	New Orleans, La. (II)	LS-1,000 DA-N-500
WESA	Charleroi, Pa. (II)	D-250
KLYN	Amarillo, Tex. (II)	DA-1,000
WIPR	Rio Piedras, P. R. (II)	DA-10,000

950 KC. REGIONAL

Call Letters	City	Power in Watts
KXJK	Forrest City, Ark. (III)	D-1,000
KFSA	Ft. Smith, Ark. (III-B)	LS-1,000 DA-N-500
KFEL	Denver, Colo. (III-A)	DA-5,000
WLOF	Orlando, Fla. (III-A)	DA-N-5,000
WGTA	Summerville, Ga. (III)	D-1,000
WGOV	Valdosta, Ga. (III-A)	LS-5,000 DA-U-N-1,000
KDSH	Boise, Ida. (III-A)	DA-N-5,000
WAAF	Chicago, Ill. (III)	D-1,000
KOEL	Oelwein, Ia.	DA-500
WORL	Boston, Mass. (III)	D-5,000
WWJ	Detroit, Mich. (III-A)	DA-N-5,000
WARC	Rochester, N. Y. (III-B)	DA-1,000
WIBX	Utica, N. Y. (III-A)	DA-5,000
WNCC	Barnesboro, Pa. (III)	D-500
WPEN	Philadelphia, Pa. (III-A)	DA-N-5,000
WSPA	Spartanburg, S. C. (III-A)	DA-N-5,000
KWAT	Watertown, S. D. (III-B)	DA-N-1,000
KDSX	Denison, Tex. (III) (CP from 1220 kc)	DA-500
KPRC	Houston, Tex. (III-A)	DA-N-5,000
KSEL	Lubbock, Tex. (III-B)	LS-1,000 DA-N-500
WXGI	Richmond, Va. (III)	D-1,000
KJR	Seattle, Wash. (III-A)	DA-N-5,000
WKNA	Charleston, W. Va. (III-B)	LS-5,000 DA-U-N-1,000

960 KC. REGIONAL

Call Letters	City	Power in Watts
WBRC	Birmingham, Ala. (III-A)	DA-N-5,000
KOOL	Phoenix, Ariz. (III-A)	DA-N-5,000
KROW	Oakland, Cal. (III-A)	1,000
†KVRV	Victorville, Cal. (III)	D-5,000
WELI	New Haven, Conn. (III-B)	DA-N-1,000
WRFC	Athens, Ga. (III)	LS-1,000 DA-N-500
WSBT	South Bend, Ind. (III-A)	DA-5,000
KMA	Shenandoah, Ia. (III-A)	DA-N-5,000
†WPRT	Prestonburg, Ky. (III)	D-1,000
KROF	Abbeville, La. (III)	D-1,000
WBOC	Salisbury, Md. (III-B)	DA-N-1,000
WHAK	Rogers City, Mich. (III)	D-1,000
KLTF	Little Falls, Minn. (III)	D-500
WABG	Greenwood, Miss. (III)	LS-1,000 DA-N-500
KFVS	Cape Girardeau, Mo. (III-B)	LS-1,000 DA-N-500
KNEB	Scottsbluff, Neb. (III)	LS-1,000 DA-U-N-500
WEAV	Plattsburg, N. Y. (III-B)	DA-1,000
WWST	Wooster, O. (III)	D-1,000
KGWA	Enid, Okla. (III-B)	DA-1,000
WCMB	Lemoyne, Pa. (III) (CP for 1460 kc)	D-1,000
KIMP	Mt. Pleasant, Tex. (III)	D-1,000
KGKL	San Angelo, Tex. (III-B)	LS-5,000 DA-N-1,000
KOVO	Provo, Utah (III-B)	DA-N-1,000
WDBJ	Roanoke, Va. (III-A)	DA-N-5,000
KALE	Richmond, Wash. (III) (CP from 900 kc)	DA-N-1,000
WTCH	Shawano, Wis. (III)	D-1,000 *DA-N-1,000

970 KC. REGIONAL

Call Letters	City	Power in Watts
WERH	Hamilton, Ala. (III)	D-1,000 *D-5,000
KNEA	Jonesboro, Ark. (III)	D-1,000
KBIS	Bakersfield, Cal. (III)	DA-1,000
KBOX	Modesto, Cal. (III)	DA-1,000
WFLA	Tampa, Fla. (III-A)	DA-N-5,000
WGLS	Decatur, Ga. (III)	D-1,000
WMAY	Springfield, Ill. (III)	LS-1,000 DA-U-N-500
WAVE	Louisville, Ky. (III-A)	DA-5,000
KVOB	Alexandria, La. (III-B)	DA-N-1,000
WCSH	Portland, Me. (III-A)	DA-N-5,000
WKHM	Jackson, Mich. (III)	DA-1,000
KLER	Rochester, Minn. (III-B)	LS-500 DA-U-N-1,000
KOOK	Billings, Mont. (III-A)	DA-N-5,000
†KNBR	North Platte, Neb. (III)	DA-D-1,000
WAAT	Jersey City, N. J. (III-B)	LS-5,000 DA-N-1,000
WEBR	Buffalo, N. Y. (III-A)	DA-5,000
WRCS	Ahoskie, N. C. (III)	D-1,000
WDAY	Fargo, N. D. (III-A)	DA-N-5,000
WICA	Ashtabula, O. (III-B)	LS-5,000 DA-U-N-1,000
KAKC	Tulsa, Okla. (III-B)	LS-1,000 DA-U-N-500
KOIN	Portland, Ore. (III-A)	DA-N-5,000
WWSW	Pittsburgh, Pa. (III-A)	DA-5,000
WJMX	Florence, S. C. (III)	LS-5,000 DA-N-1,000
KWBC	Ft. Worth, Tex. (III)	D-1,000
KREM	Spokane, Wash. (III)	DA-N-1,000
WWYO	Pineville, W. Va. (III)	D-1,000
WHA	Madison, Wis. (III)	D-5,000
KHBC	Hilo, T. H. (III-A)	1,000

980 KC. REGIONAL

Call Letters	City	Power in Watts
WKLF	Clanton, Ala. (III)	D-1,000
KFWB	Los Angeles, Cal. (III-A)	5,000
WRC	Washington, D. C. (III-A)	DA-N-5,000
WKLY	Hartwell, Ga. (III)	D-1,000
KCIJ	Shreveport, La. (III)	D-5,000
WCAP	Lowell, Mass. (III)	D-1,000
WPBC	Minneapolis, Minn. (III)	D-500
KMBC	Kansas City, Mo. (III)	DA-N-5,000
KSGM	Ste. Genevieve, Mo. (III) (CP from 1450 kc)	DA-500
KICA	Clovis, N.M. (III)	DA-N-1,000
WTRY	Troy, N. Y. (III-A)	DA-5,000
WAAA	Winston-Salem, N. C. (III)	D-1,000
WONE	Dayton, O. (III-A)	DA-5,000
WILK	Wilkes-Barre, Pa. (III)	LS-5,000 DA-U-N-1,000
KDSJ	Deadwood, S. D. (III) (CP from 1450 kc)	DA-N-1,000
WSIX	Nashville, Tenn. (III-A)	DA-N-5,000
KFRD	Rosenberg, Tex. (III)	D-1,000
WFHG	Bristol, Va. (III)	DA-N-1,000
†WWOC	Manitowoc, Wis. (III)	D-500

990 KC. (Canadian) CLEAR

Call Letters	City	Power in Watts
WWWF	Fayette, Ala. (II)	D-1,000
KWEM	W. Memphis, Ark. (II)	D-1,000
KECC	Pittsburg, Cal. (II)	DA-N-1,000
WLCR	Torrington, Conn. (II)	D-1,000
WHOO	Orlando, Fla. (II)	LS-10,000 DA-N-5,000
WDWD	Dawson, Ga. (II)	D-1,000
WCAZ	Carthage, Ill. (II)	D-1,000
WITZ	Jasper, Ind. (II)	D-1,000
KAYL	Storm Lake, Ia. (II)	D-250
WJMR	New Orleans, La. (II)	D-250
WBET	Brockton, Mass. (II)	D-1,000
KRMO	Monnett, Mo. (II)	D-250
WEEB	Southern Pines, N. C. (II)	D-1,000
WJEH	Gallipolis, O. (II)	D-250
WIBG	Philadelphia, Pa. (II)	DA-10,000
WVSC	Somerset, Pa. (II)	D-250
WAKN	Aiken, S. C. (II)	D-1,000
WNOX	Knoxville, Tenn. (II)	DA-N-10,000
KTRM	Beaumont, Tex. (II)	DA-1,000 *LS-5,000 *DA-U-N-1,000
KFDX	Wichita Falls, Tex. (II)	LS-10,000 DA-U-N-1,000
WANT	Richmond, Va. (II)	D-1,000
WKLJ	Sparta, Wis.	D-250
WPRA	Mayaguez, P. R. (II)	DA-10,000

1000 KC. (U. S. & Mexican) CLEAR

Call Letters	City	Power in Watts
WCFL	Chicago, Ill. (I-B)	DA-50,000
KTOK	Okla. City, Okla. (II)	LS-5,000 DA-U-N-1,000
KSTA	Coleman, Tex. (II)	D-250
KGRI	Henderson, Tex. (II)	D-250
WHWB	Rutland, Vt. (II)	D-1,000
KOMO	Seattle, Wash. (I-B)	DA-N-50,000

1010 KC. (Canadian & Cuban) CLEAR

Call Letters	City	Power in Watts
WJMW	Athens, Ala, (II)	D-250
†KVNC	Winslow, Ariz. (II)	LS-1,000 DA-U-N-500
KLRA	Little Rock, Ark. (II)	LS-10,000 DA-N-5,000
KCHJ	Delano, Cal. (II)	D-1,000
†KPOO	San Francisco, Cal. (II)	D-1,000
WCNU	Crestview, Fla. (II)	D-1,000
WJVB	Jacksonville Beach, Fla. (II)	D-250
WEAS	Decatur, Ga. (II)	D-10,000
WCSI	Columbus, Ind. (II)	D-250
KSMN	Mason City, Ia. (II)	D-1,000
KIND	Independence, Kan. (II)	D-250
KDLA	DeRidder, La. (II)	D-1,000
WSID	Essex, Md. (II)	D-1,000
WAPF	McComb, Miss. (II)	D-250
KCHI	Chillicothe, Mo.	D-250
KJCF	Festus, Mo. (II)	D-250
KRVN	Lexington, Neb. (II)	DA-D-25,000
WINS	New York, N. Y. (II)	DA-50,000
WABZ	Albemarle, N. C. (II)	D-1,000
WELS	Kinston, N. C.	D-1,000
WHIN	Gallatin, Tenn. (II)	D-1,000
KAMQ	Amarillo, Tex. (II)	LS-1,000 DA-N-500
KMLW	Marlin, Tex.	D-250
WMEV	Marion, Va. (II)	D-1,000
WSPT	Stevens Point, Wis. (II)	D-250

1020 KC. CLEAR

Call Letters	City	Power in Watts
KFVD	Los Angeles, Cal. (II)	LS-5,000 N-L-5,000
WCIL	Carbondale, Ill. (II)	D-1,000
WPEO	Peoria, Ill. (II)	D-1,000
KDKA	Pittsburgh, Pa. (I-A)	50,000

1030 KC. CLEAR

Call Letters	City	Power in Watts
WBZ	Boston, Mass. (I-B)	DA-50,000
WBZA	Springfield, Mass. (II)	1,000
KOB	Albuquerque, N. M. (II) (SSA on 770 kc)	10,000 *50,000
‡KWBU	Corpus Christi, Tex. (II)	D-50,000

1040 KC. CLEAR

Call Letters	City	Power in Watts
WHO	Des Moines, Iowa (I-A)	50,000
KIXL	Dallas, Tex. (II)	D-1,000

1050 KC. (Mexican) CLEAR

Call Letters	City	Power in Watts
WRFS	Alexander City, Ala. (II)	D-1,000
WCRI	Scottsboro, Ala. (II)	D-250
KVLC	Little Rock, Ark. (II)	D-1,000
KVSM	San Mateo, Cal. (II)	D-250
KWSO	Wasco, Cal. (II)	D-1,000
KLMO	Longmont, Colo. (II)	D-250
WIVY	Jacksonville, Fla. (II)	D-1,000
WHBO	Sulphur Springs, Fla. (II)	D-250
†WAUG	Augusta, Ga. (II)	D-250
WDZ	Decatur, Ill. (II)	D-1,000
KGAR	Garden City, Kan. (II)	D-1,000
WZIP	Covington, Ky. (II)	D-250
WKTM	Mayfield, Ky. (II)	D-1,000
WGAY	Silver Spring, Md. (II)	D-1,000
WPAG	Ann Arbor, Mich. (II)	D-1,000
WACR	Columbus, Miss. (II)	D-250
WMGM	New York, N. Y. (II)	DA-50,000
WWGP	Sanford, N. C. (II)	D-1,000
KFMJ	Tulsa, Okla. (II)	D-1,000
WRYO	Rochester, Pa. (II)	D-250
WLYC	Williamsport, Pa. (II)	D-1,000
KELT	Electra, Tex. (II)	D-250
†WRAP	Norfolk, Va. (II)	D-500
WRIC	Richlands, Va. (II)	D-1,000
KRKL	Kirkland, Wash. (II)	D-250
WRFW	Eau Claire, Wis. (II)	D-1,000
WLIP	Kenosha, Wis. (II)	D-250
WOKW	Sturgeon Bay, Wis. (II)	D-250

1060 KC. (U. S. & Mexican) CLEAR

Call Letters	City	Power in Watts
WIBV	Belleville, Ill. (II)	D-250
WNOE	New Orleans, La. (II)	LS-50,000 DA-U-N-5,000
WHFB	Benton Harbor, Mich. (II)	D-1,000
WMAP	Monroe, N. C. (II)	D-250
WCMW	Canton, Ohio (II)	D-1,000
KYW	Philadelphia, Pa. (I-B)	DA-50,000

1070 KC. (U. S. & Canadian) CLEAR

Call Letters	City	Power in Watts
WAPI	Birmingham, Ala. (II)	DA-N-5,000
KNX	Los Angeles, Cal. (I-B)	50,000
WVCG	Coral Gables, Fla. (II)	D-1,000
WIBC	Indianapolis, Ind. (II)	LS-50,000 DA-U-N-10,000
KFBI	Wichita, Kan. (II)	LS-10,000 DA-N-1,000
KHMO	Hannibal, Mo. (II)	LS-5,000 DA-U-N-1,000
WHPE	High Point, N. C. (II)	D-1,000
KBKI	Alice, Tex. (II)	DA-N-1,000
WKOW	Madison, Wis. (II)	LS-10,000 DA-U-N-5,000
WKVM	San Juan, P.R. (II)	DA-25,000

1080 KC. CLEAR

Call Letters	City	Power in Watts
KSCO	Santa Cruz, Cal. (II)	LS-1,000 DA-N-500
WTIC	Hartford, Conn. (I-B)	DA-N-50,000
WKLO	Louisville, Ky. (II)	LS-5,000 DA-U-N-1,000
WOAP	Owosso, Mich. (II)	D-250
WREX	Duluth, Minn. (II)	LS-10,000 DA-U-N-5,000
WXRA	Kenmore, N. Y. (II)	D-1,000
WEWO	Laurinburg, N. C. (II)	D-1,000
KWJJ	Portland, Ore. (II)	DA-10,000
WPGH	Pittsburgh, Pa. (II)	D-1,000
KRLD	Dallas, Tex. (I-B)	DA-N-50,000

1090 KC. (U. S. & Mexican) CLEAR

Call Letters	City	Power in Watts
KTHS	Hot Springs, Ark. (I-B)	LS-10,000 N-1,000
WCRA	Effingham, Ill. (II)	D-250
KBOK	Waterloo, Ia. (II)	D-1,000
WBAL	Baltimore, Md. (I-B)	DA-N-50,000
WHEE	Boston, Mass. (II)	D-1,000
WMUS	Muskegon, Mich. (II)	D-1,000
KING	Seattle, Wash. (II)	DA-50,000

1100 KC. CLEAR

Call Letters	City	Power in Watts
KJBS	San Francisco, Cal. (II)	LS-1,000 N-L-1,000
WLBB	Carrollton, Ga. (II)	D-250
WHLI	Hempstead, N. Y. (II)	D-250
WTAM	Cleveland, O. (I-A)	50,000
WGPA	Bethlehem, Pa. (II)	D-250

1110 KC. CLEAR

Call Letters	City	Power in Watts
KXLA	Pasadena, Cal. (II)	DA-10,000
WALT	Tampa, Fla. (II)	D-1,000
WMBI	Chicago, Ill. (II)	LS-5,000 N-L-5,000
KFAB	Omaha, Neb. (I-B)	DA-N-50,000
WBT	Charlotte, N. C. (I-B)	DA-N-50,000
KBND	Bend, Ore.	DA-N-1,000
WNAR	Norristown, Pa. (II)	D-500
WHIM	Providence, R. I.	D-1,000
KIPA	Hilo, T. H. (II)	1,000
WVJP	Caguas, P. R. (II)	250

1120 KC. CLEAR

Call Letters	City	Power in Watts
WUST	Bethesda, Md. (II)	D-250
KMOX	St. Louis, Mo. (I-A)	50,000
WWOL	Lackawanna, N. Y. (II)	D-1,000
KCLE	Cleburne, Tex. (II)	D-250

1130 KC. (U. S. & Canadian) CLEAR

Call Letters	City	Power in Watts
KSDO	San Diego, Cal. (II)	LS-5,000 DA-U-N-1,000
KWKH	Shreveport, La. (I-B)	DA-N-50,000
WCAR	Pontiac, Mich. (II) *Detroit	D-1,000 *LS-50,000 *DA-U-N-10,000
WDGY	Minneapolis, Minn. (II)	LS-50,000 DA-U-N-25,000
WNEW	New York, N. Y. (I-B)	DA-10,000 *DA-N-50,000

1140 KC. (U. S. & Mexican) CLEAR

Call Letters	City	Power in Watts
KGDM	Stockton, Cal. (II)	DA-N-5,000
WMIE	Miami, Fla. (II)	LS-10,000 DA-U-N-5,000
KGEM	Boise, Ida. (II)	DA-10,000
WSIV	Pekin, Ill. (II)	D-1,000
KLPR	Okla. City, Okla. (II)	D-1,000
KSOO	Sioux Falls, S. D. (II)	LS-5,000 N-L-5,000 *LS-10,000 *DA-N-5,000

Call Letters	City	Power in Watts
KORC	Mineral Wells, Tex. (II)	D-250
WRVA	Richmond, Va. (I-B)	DA-50,000

1150 KC. REGIONAL

WJRD	Tuscaloosa, Ala. (III-B)	LS-5,000 DA-N-1,000
KCKY	Coolidge, Ariz. (III-B)	DA-N-1,000
KXLR	N. Little Rock, Ark. (III) (CP from 1450 kc)	LS-5,000 DA-N-1,000
KXOC	Chico, Cal. (III-B)	DA-N-5,000
KFSG	Los Angeles, Cal. (III-A)	LS-2,500 N-1,000
KRKD	Los Angeles, Cal. (III-A)	LS-5,000 N-1,000
KTLN	Denver, Colo. (III)	D-1,000
WCNX	Middletown, Conn. (III)	D-500
WDEL	Wilmington, Del. (III-A)	DA-5,000
WNDB	Daytona Beach, Fla. (III)	D-1,000 *DA-N-1,000
WFPM	Ft. Valley, Ga.	D-1,000
WGGH	Marion, Ill. (III)	D-500
KWDM	Des Moines, Ia. (III-B)	DA-1,000
KSAL	Salina, Kan. (III-A)	DA-N-5,000
WTCO	Campbellsville, Ky. (III)	D-1,000
WJBO	Baton Rouge, La. (III-A)	DA-5,000
WCOP	Boston, Mass. (III-A)	DA-5,000
WCEN	Mount Pleasant, Mich. (III)	D-500 *LS-1,000 *DA-N-500
KASM	Albany, Minn. (III)	D-500
WRUN	Utica, N. Y. (III-B)	LS-5,000 DA-U-N-1,000
WFNS	Burlington, N. C. (III-B)	D-1,000
WGBR	Goldsboro, N. C. (III)	DA-1,000
WCUE	Akron, O. (III-B)	DA-D-1,000
WIMA	Lima, O. (III-B)	DA-N-1,000
KNED	McAlester, Okla. (III)	D-1,000
KFJI	Klamath Falls, Ore. (III-B)	LS-5,000 DA-N-1,000
WKPA	New Kensington, Pa. (IV)	D-250
WTYC	Rock Hill, S. C. (III)	D-1,000
WSNW	Seneca, S. C. (III)	D-1,000
WAPO	Chattanooga, Tenn. (III-B)	LS-5,000 DA-N-1,000
WTAW	College Station, Tex. (III)	D-1,000
KJBC	Midland, Tex. (III)	D-1,000
KOLJ	Quanah, Tex. (III)	D-500
KBKH	Pullman, Wash. (III)	D-1,000
KRSC	Seattle, Wash. (III-A)	1,000
WELC	Welch, W. Va. (III)	D-1,000
WISN	Milwaukee, Wis. (III-A)	DA-5,000
WORA	Mayaguez, P. R. (III-B)	1,000

1160 KC. CLEAR

WJJD	Chicago, Ill. (II)	LS-50,000 DA-L-N-L-50,000
KSL	Salt Lake City, Utah (I-A)	50,000

1170 KC. CLEAR

WJJJ	Montgomery, Ala. (II)	LS-10,000 DA-U-N-1,000
KCBQ	San Diego, Cal. (II)	LS-5,000 DA-U-N-1,000
KLOK	San Jose, Cal. (II)	*LS-5,000 *DA-N-1,000
WLBH	Mattoon, Ill. (II)	D-250
KSTT	Davenport, Ia. (II)	DA-1,000
KVOO	Tulsa, Okla. (I-B)	DA-N-50,000
KPUG	Bellingham, Wash. (II)	DA-1,000
WWVA	Wheeling, W. Va. (I-B)	DA-N-50,000

1180 KC. CLEAR

WLDS	Jacksonville, Ill. (II)	D-1,000
WHAM	Rochester, N. Y. (I-B)	50,000

1190 KC. (U. S. & Mexican) CLEAR

KGYW	Vallejo, Cal. (II)	D-250
WOWO	Ft. Wayne, Ind. (I-B)	10,000
KWHK	Hutchinson, Kan. (II) (CP for 1260 kc)	D-1,000
WANN	Annapolis, Md. (II)	D-1,000
WKOX	Framingham, Mass (II)	D-1,000
WLIB	New York, N. Y. (II)	LS-1,000 N-L-1,000
KEX	Portland, Ore. (I-B)	DA-50,000
KLIF	Dallas, Tex. (II)	LS-5,000 DA-N-1,000
†WPAA	Mayaguez, P. R. (II)	250

1200 KC. CLEAR

WOAI	San Antonio, Tex. (I-A)	50,000

1210 KC. CLEAR

Call Letters	City	Power in Watts
WCNT	Centralia, Ill. (II)	D-1,000
WKNX	Saginaw, Mich. (II)	D-1,000
WADE	Wadesboro, N. C. (II)	D-1,000
WWSO	Springfield, O. (II)	D-250
WCAU	Philadelphia, Pa. (I-A)	50,000

1220 KC. (Mexican) CLEAR

WEDR	Birmingham, Ala. (II)	D-1,000
†WMFC	Monroeville, Ala. (II)	D-250
KIBE	Palo Alto, Calif. (II)	D-250
†KGMC	Englewood, Colo. (II)	D-1,000
WFEC	Miami, Fla. (II)	D-250
WSFT	Thomaston, Ga. (II)	D-250
WLPO	La Salle, Ill. (II)	D-250
WKRS	Waukegan, Ill. (II)	DA-D-1,000
*WSLM	Salem, Ind.	D-250
WKAM	Warsaw, Ind. (II)	D-250
KJAN	Atlantic, Ia. (II)	D-250
KOFO	Ottawa, Kans. (II)	D-250
WSHB	Stillwater, Minn. (II)	D-250
†KGMO	Cape Girardeau, Mo. (II)	D-250
WGNY	Newburgh, N. Y. (II)	D-1,000
WREV	Reidsville, N. C. (II)	D-250
WGAR	Cleveland, O. (II)	DA-50,000
KGYN	Guymon, Okla. (II)	D-1,000
WRIB	Providence, R. I. (II)	D-1,000
†KABR	Aberdeen, S. D. (II)	D-250
KDSX	Denison, Tex. (II) (CP for 950 kc)	D-1,000
WFAX	Falls Church, Va. (II)	D-250

1230 KC. LOCAL

Call Letters	City	Power in Watts
WAUD	Auburn, Ala. (IV)	250
WIRB	Enterprise, Ala. (IV)	250
WJBB	Haleyville, Ala. (IV)	250
WBHP	Huntsville, Ala. (IV)	250
WHTB	Talladega, Ala. (IV)	250
WTBC	Tuscaloosa, Ala. (IV)	250
KSUN	Bisbee, Ariz. (IV)	250
KGPH	Flagstaff, Ariz. (IV)	250
KGAN	Kingman, Ariz. (IV)	250
KRIZ	Phoenix, Ariz. (IV)	250
KCON	Conway, Ark. (IV)	250
KFPW	Ft. Smith, Ark. (IV)	250
KBTM	Jonesboro, Ark. (IV)	250
KERO	Bakersfield, Cal. (IV)	250
KWTC	Barstow, Cal. (IV)	250
KXO	El Centro, Cal. (IV)	250
KDAC	Fort Bragg, Cal. (IV)	250
KGFJ	Los Angeles, Cal. (IV)	250
KPRL	Paso Robles, Cal. (IV)	250
KWG	Stockton, Cal. (IV)	250
KRAI	Craig, Colo. (IV)	250
KEXO	Grand Junction, Colo. (IV)	250
†KLVC	Leadville, Colo. (IV)	250
KDZA	Pueblo, Colo. (IV)	250
KGEK	Sterling, Colo. (IV)	D-250
WTHT	Hartford, Conn. (IV)	250
WGGG	Gainesville, Fla. (IV)	250
WONN	Lakeland, Fla. (IV)	250
WSBB	New Smyrna Beach, Fla. (IV)	100
WEAR	Pensacola, Fla. (IV)	250
WCNH	Quincy, Fla. (IV)	250
WJNO	West Palm Beach, Fla. (IV)	250
WDEC	Americus, Ga. (IV)	250
WJBF	Augusta, Ga. (IV)	250
WBLJ	Dalton, Ga. (IV)	250
WFOM	Marietta, Ga. (IV)	250
WFRP	Savannah, Ga. (IV)	250
WAYX	Waycross, Ga. (IV)	250
KBIO	Burley, Ida. (IV)	250
KRXK	Rexburg, Ida. (IV)	250
WJBC	Bloomington, Ill. (IV)	250
WQUA	Moline, Ill. (IV)	250
WJOB	Hammond, Ind. (IV)	250
WSAL	Logansport, Ind. (IV)	250
WTCJ	Tell City, Ind. (IV)	250
WBOW	Terre Haute, Ind. (IV)	250
KFJB	Marshalltown, Ia. (IV)	250
WHIR	Danville, Ky. (IV)	250
WHLN	Harlan, Ky. (IV)	250
WHOP	Hopkinsville, Ky. (IV)	250
KLIC	Monroe, La. (IV)	250
WJBW	New Orleans, La. (IV)	250
KSLO	Opelousas, La. (IV)	250
WGUY	Bangor, Me. (IV)	250
WITH	Baltimore, Md. (IV)	250
WDYK	Cumberland, Md. (IV)	250
WBSM	New Bedford, Mass. (IV)	100
WMNB	North Adams, Mass. (IV)	250
WESX	Salem, Mass. (IV)	250
WNEB	Worcester, Mass. (IV)	250
WJEF	Grand Rapids, Mich. (IV)	250
WIKB	Iron River, Mich. (IV)	250
WMPC	Lapeer, Mich. (IV)	SH-250
WSOO	Sault Ste. Marie, Mich. (IV)	LS-250 N-100
WKLK	Cloquet, Minn. (IV)	250
KGDE	Fergus Falls, Minn. (IV) (CP for 1250 kc)	250
KYSM	Mankato, Minn. (IV)	250
KTRF	Thief River Falls, Minn. (IV)	250
KWNO	Winona, Minn. (IV)	250
WCMA	Corinth, Miss. (IV)	250
WHSY	Hattiesburg, Miss. (IV)	250

(Continued on page 430)

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For fixed position or man-in-motion
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For exclusive Acoustalloy diaphragm
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You see . . . and hear . . . the E-V Slim-Trim on network and local telecasts and broadcasts. You find it in the studios and on remote hook-ups. And you know it's there *because* it has met the most exacting tests . . . *because* it serves so superbly in every way for voice and music. *First* in dynamic, it has features only *Electro-Voice* can provide. Get full facts now!

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Response 50-14,000 c.p.s., substantially flat. Power rating -55. Swivel head.
List........$90

"655"
Response 40-15,000 c.p.s., ± 2.5 db. Power rating -53. Removable swivel.
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AM Stations by Frequencies

(Continued from page 429)

Call Letters	City	Power in Watts
WSSO	Starkville, Miss. (IV)	250
WAZF	Yazoo City, Miss. (IV)	250
KSWM	Joplin, Mo. (IV)	250
KLWT	Lebanon, Mo. (IV)	250
KNCM	Moberly, Mo. (IV)	250
KANA	Anaconda, Mont. (IV)	250
KBMN	Bozeman, Mont. (IV)	250
KXLO	Lewiston, Mont. (IV)	250
†KLCB	Libby, Mont. (IV)	250
KIYI	Shelby, Mont. (IV)	250
KHAS	Hastings, Neb. (IV)	250
KELY	Ely, Nev. (IV)	250
KLAS	Las Vegas, Nev. (IV)	250
WMOU	Berlin, N. H. (IV)	250
WTSV	Claremont, N. H. (IV)	250
WCMC	Wildwood, N. J. (IV)	100
KALG	Alamogordo, N. M. (IV)	250
KGAK	Gallup, N. M. (IV)	250
KFUN	Las Vegas, N. M. (IV)	250
KSWS	Roswell, N. M. (IV)	250
WENY	Elmira, N. Y. (IV)	250
WHUC	Hudson, N. Y. (IV)	250
†WLFH	Little Falls, N. Y. (IV)	100
WFAS	White Plains, N. Y. (IV)	250
WSKY	Asheville, N. C. (IV)	250
WFAI	Fayetteville, N. C. (IV)	250
WMFR	High Point, N. C. (IV)	250
WFTC	Kinston, N. C. (IV)	250
WNNC	Newton, N. C. (IV)	250
WCBT	Roanoke Rapids, N. C. (IV)	250
KDIX	Dickinson, N. D. (IV)	250
WCPO	Cincinnati, O. (IV)	250
WCOL	Columbus, O. (IV)	250
WIRO	Ironton, O. (IV)	250
WTOL	Toledo, O. (IV)	250
KADA	Ada, Okla. (IV)	250
WBBZ	Ponca City, Okla. (IV)	250
KVAS	Astoria, Ore. (IV)	250
KOOS	Coos Bay, Ore. (IV)	250
KYJC	Medford, Ore. (IV)	250
KGON	Oregon City, Ore. (IV)	250
KODL	The Dalles, Ore, (IV)	LS-250 N-100
WHOL	Allentown, Pa. (IV)	250
WBVP	Beaver Falls, Pa. (IV)	250
WCDL	Carbondale, Pa. (IV)	250
WCED	DuBois, Pa. (IV)	250
WKBO	Harrisburg, Pa. (IV)	250
WCRO	Johnstown, Pa. (IV)	250
WBPZ	Lock Haven, Pa. (IV)	250
WERI	Westerly, R. I. (IV)	250
WAIM	Anderson, S. C. (IV)	250
WNOK	Columbia, S. C. (IV)	250
WOLS	Florence, S. C. (IV)	250
WCAT	Rapid City, S. D. (IV)	SH-100
KISD	Sioux Falls, S. D. (IV)	250
WHBT	Harriman, Tenn. (IV)	250
WMMT	McMinnville, Tenn. (IV)	250
KSIX	Corpus Christi, Tex. (IV)	250
KDLK	Del Rio, Tex. (IV)	250
KNUZ	Houston, Tex. (IV)	250
KEVT	Kerrville, Tex. (IV)	250
KLVT	Levelland, Tex. (IV)	250
KOSF	Nacogdoches, Tex. (IV)	250
KOSA	Odessa, Tex. (IV)	250
KPAT	Pampa, Tex. (IV)	250
KSEY	Seymour, Tex. (IV)	100
KSST	Sulphur Springs, Tex. (IV)	250
KCMC	Texarkana, Tex. (IV)	250
KWTX	Waco, Tex. (IV)	250
KMUR	Murray, Utah (IV)	250
KOAL	Price, Utah (IV)	250
WJOY	Burlington, Vt. (IV)	250
WCFV	Clifton Forge, Va. (IV)	250
WFVA	Fredericksburg, Va. (IV)	250
WNOR	Norfolk, Va. (IV)	250
WPUV	Pulaski, Va. (IV)	250
KXRN	Renton, Wash. (IV)	250
KSPO	Spokane, Wash. (IV)	250
KREW	Sunnyside, Wash. (IV)	250
WLOG	Logan, W. Va. (IV)	250
WAJR	Morgantown, W. Va. (IV)	250
WCOM	Parkersburg, W. Va. (IV)	250
WHBY	Appleton, Wis. (IV)	250
WCLO	Janesville, Wis. (IV)	250
†. . . .	Warsaw, Wisc.	250
KVOC	Casper, Wyo. (IV)	250
KOVE	Lander, Wyo. (IV)	250
KIFW	Sitka, Alaska (IV)	250
†WIVI	Christiansted, St. Croix, V. I. (IV)	250

1240 KC. LOCAL

Call Letters	City	Power in Watts
WEBJ	Brewton, Ala. (IV)	250
WULA	Eufala, Ala. (IV)	250
WMFT	Florence, Ala. (IV)	250
WJBY	Gadsden, Ala. (IV)	250
WWWB	Jasper, Ala. (IV)	250
WCOV	Montgomery, Ala, (IV)	250
KWJB	Globe, Ariz. (IV)	250
†KSWB	Yuma, Ariz. (IV)	250
KVRC	Arkadelphia, Ark. (IV)	250
KAGH	Crossett, Ark. (IV)	100
KHOZ	Harrison, Ark. (IV)	250
KWAK	Stuttgart, Ark. (IV)	250
KRDU	Dinuba, Cal. (IV)	250
KHUM	Eureka, Cal. (IV)	250
KMBY	Monterey, Cal. (IV)	250
KPPC	Pasadena, Cal. (IV)	SH-100
†KIWL	Ridgecrest, Cal. (IV)	250
KROY	Sacramento, Cal. (IV)	250
KRNO	San Bernardino, Cal. (IV)	250
KSON	San Diego, Cal. (IV)	250
KSMA	Santa Maria, Cal. (IV)	250
KSUE	Susanville, Cal. (IV)	250
KRDO	Colorado Springs, Colo. (IV)	250
KCRT	Trinidad, Colo. (IV)	250
WWCO	Waterbury, Conn. (IV)	250
WINK	Ft. Myers, Fla. (IV)	250
WMMB	Melbourne, Fla. (IV)	250
WFOY	St. Augustine, Fla. (IV)	250
WBHB	Fitzgerald, Ga. (IV)	250
WGGA	Gainesville, Ga. (IV)	250
WLAG	LaGrange, Ga. (IV)	250
WBML	Macon, Ga. (IV)	250
WPAX	Thomasville, Ga. (IV)	250
WTWA	Thomson, Ga. (IV)	250
KVNI	Coeur D'Alene, Ida. (IV)	250
KEYY	Pocatello, Ida. (IV)	250
KWEI	Weiser, Ida. (IV)	250
WCRW	Chicago, Ill. (IV)	SH-100
WEDC	Chicago, Ill. (IV)	SH-250
WSBC	Chicago, Ill. (IV)	SH-250
WEBQ	Harrisburg, Ill. (IV)	250
WTAX	Springfield, Ill. (IV)	250
WSDR	Sterling, Ill. (IV)	100
WHBU	Anderson, Ind. (IV)	250
KDEC	Decorah, Ia. (IV)	SH-250
KWLC	Decorah, Ia. (IV)	SH-250
KBIZ	Ottumwa, Ia. (IV)	250
KICD	Spencer, Ia. (IV)	250
KIUL	Garden City, Kan. (IV)	250
KAKE	Wichita, Kan. (IV)	250
WINN	Louisville, Ky. (IV)	250
WFTM	Maysville, Ky. (IV)	250
WPKE	Pikeville, Ky. (IV)	250
WSFC	Somerset, Ky. (IV)	250
†KAPK	Minden, La. (IV)	100
KANE	New Iberia, La.	250
WCOU	Lewiston, Me. (IV)	250
WCEM	Cambridge, Md. (IV)	100
WJEJ	Hagerstown, Md. (IV)	250
WHAI	Greenfield, Mass. (IV)	250
WOCB	West Yarmouth, Mass. (IV)	250
WATT	Cadillac, Mich. (IV)	250
WJPD	Ishpeming, Mich. (IV)	250
WJIM	Lansing, Mich. (IV)	250
WMFG	Hibbing, Minn. (IV)	250
WJON	St. Cloud, Minn. (IV)	250
†WMPA	Aberdeen, Miss. (IV)	250
WGRM	Greenwood, Miss. (IV)	250
WGCM	Gulfport, Miss. (IV)	250
WMOX	Meridian, Miss. (IV)	250
WMIS	Natchez, Miss. (IV)	250
KFMO	Flat River, Mo. (IV)	250
KWOS	Jefferson City, Mo. (IV)	250
KNEM	Nevada, Mo. (IV)	250
KBMY	Billings, Mont. (IV)	250
KXLJ	Helena, Mont. (IV)	250
KFOR	Lincoln, Neb. (IV)	250
KODY	N. Platte, Neb. (IV)	250
KELK	Elko, Nev. (IV)	250
WKBR	Manchester, N. H. (IV)	250
WSNJ	Bridgeton, N. J. (IV)	250
KOAT	Albuquerque, N. M. (IV)	250
KAVE	Carlsbad, N. M. (IV)	250
†KCLV	Clovis, N. M. (IV)	100
KVBC	Farmington, N. M. (IV)	250
WGBB	Freeport, N. Y. (IV)	100
WGVA	Geneva, N. Y. (IV)	250
WJTN	Jamestown, N. Y. (IV)	250
WVOS	Liberty, N. Y. (IV)	250
WSNY	Schenectady, N. Y. (IV)	250
WATN	Watertown, N. Y. (IV)	250
WPNF	Brevard, N. C. (IV)	250
WSOC	Charlotte, N. C. (IV)	250
WCNC	Elizabeth City, N. C. (IV)	250
WJNC	Jacksonville, N. C. (IV)	250
WSYD	Mt. Airy, N. C. (IV)	250
WRAL	Raleigh, N. C. (IV)	250
WENC	Whiteville, N. C. (IV)	250
KDLR	Devils Lake, N. D. (IV)	250
WLOK	Lima, O. (IV)	250
WBBW	Youngstown, O. (IV)	250
WHIZ	Zanesville, O. (IV)	250
KVSO	Ardmore, Okla. (IV)	250
KASA	Elk City, Okla. (IV)	250
KHBG	Okmulgee, Okla. (IV)	250
KWIL	Albany, Ore. (IV)	250
KWRC	Pendleton, Ore. (IV)	250
KRXL	Roseburg, Ore. (IV)	250
WRTA	Altoona, Pa. (IV)	250
WHUM	Reading, Pa. (IV)	250
WKOK	Sunbury, Pa. (IV)	250
WBAX	Wilkes-Barre, Pa. (IV)	250
WWON	Woonsocket, R. I. (IV)	250
WKDK	Newberry, S. C. (IV)	250
WBEJ	Elizabethton, Tenn. (IV)	250
WEKR	Fayetteville, Tenn. (IV)	250
WBIR	Knoxville, Tenn. (IV)	250
WKDA	Nashville, Tenn. (IV)	250
WENK	Union City, Tenn. (IV)	250
KVLF	Alpine, Tex. (IV)	250
KORA	Bryan, Tex. (IV)	250
†KWTN	Crystal City, Tex. (IV)	250
KGBS	Harlingen, Tex. (IV)	250
KTXJ	Jasper, Tex. (IV)	250
KOCA	Kilgore, Tex. (IV)	250
KXOX	Sweetwater, Tex. (IV)	250
WSKI	Montpelier, Vt. (IV)	250
WCHV	Charlottesville, Va. (IV)	250
WSSV	Petersburg, Va. (IV)	250
WROV	Roanoke, Va. (IV)	250
KXLE	Ellensburg, Wash. (IV)	250
KGY	Olympia, Wash. (IV)	250
WKOY	Bluefield, W. Va. (IV)	250
WTIP	Charleston, W. Va. (IV)	250
WDNE	Elkins, W. Va. (IV)	250
WOMT	Manitowoc, Wis. (IV)	250
WIBU	Poynette, Wis. (IV)	250
WOBT	Rhinelander, Wis. (IV)	250
WJMC	Rice Lake, Wis. (IV)	250
KFBC	Cheyenne, Wyo. (IV) (CP for 710 kc.)	250
KRAL	Rawlins, Wyo. (IV)	250
KBYR	Anchorage, Alaska (IV)	250
WABA	Aquadilla, P. R. (IV)	250
†WJFR	Caguas, P. R. (IV)	250

1250 KC. REGIONAL

Call Letters	City	Power in Watts
WZOB	Fort Payne, Ala. (III)	D-1,000
KGHI	Little Rock, Ark. (III-B)	LS-1,000 DA-N-500
KTMS	Santa Barbara, Cal. (III-B)	DA-1,000
WDAE	Tampa, Fla. (III-A)	DA-5,000
WGL	Ft. Wayne, Ind. (III-B)	DA-1,000
WRAY	Princeton, Ind. (III)	D-1,000
KFKU	Lawrence, Kan. (III-A)	DA-N-5,000
WREN	Topeka, Kan. (III-A)	DA-N-5,000
WARE	Ware, Mass. (III)	D-1,000
KGDE	Fergus Falls, Minn. (III) (CP from 1230 kc)	LS-1,000 DA-N-500
KAAA	Red Wing, Minn. (III)	D-1,000
WSKB	McComb, Miss. (III-B)	LS-5,000 DA-N-500
WMTR	Morristown, N. J. (III)	D-1,000
WBRM	Marion, N. C. (III)	D-1,000
†WCHO	Washington Court House, O. (III)	D-500
WCAE	Pittsburgh, Pa. (III-A)	DA-N-5,000
WNOW	York, Pa. (III)	D-1,000
WTMA	Charleston, S. C. (III-B)	LS-5,000 DA-N-1,000
KFTV	Paris, Tex. (III)	D-500
KPAC	Port Arthur, Tex. (III-B)	LS-5,000 DA-N-1,000
WDVA	Danville, Va. (III-B)	LS-5,000 DA-N-1,000
KWSC	Pullman, Wash. (III-A)	5,000
KTW	Seattle, Wash. (III-A)	1,000
WMAW	Milwaukee, Wis. (III-A)	DA-5,000

1260 KC. REGIONAL

Call Letters	City	Power in Watts
KGIL	San Fernando, Cal. (III-B)	DA-1,000
KYA	San Francisco, Cal. (III-A)	LS-5,000 N-1,000
KFTM	Ft. Morgan, Col. (III)	D-500
KUBC	Montrose, Colo. (III)	LS-1,000 DA-N-500
WAVZ	New Haven, Conn. (III)	D-1,000
WWDC	Washington, D. C. (III-A)	DA-5,000
WTJH	East Point, Ga. (III)	D-1,000 *D-5,000
WFBM	Indianapolis, Ind. (III-A)	DA-N-5,000
KFGQ	Boone, Ia. (IV)	D-250
KWHK	Hutchinson, Kan. (III) (CP from 1190 kc)	LS-1,000 DA-U-N-500
WNAC	Boston, Mass. (III-A)	DA-N-5,000
WGRO	Bay City, Mich. (III)	D-500
KROX	Crookston, Minn. (III)	LS-1,000 DA-N-500
WGVM	Greenville, Miss. (III)	D-1,000
KGBX	Springfield, Mo. (III-A)	DA-N-5,000
WBUD	Trenton, N. J. (III) (CP from 1490 kc)	DA-1,000
KVSF	Sante Fe, N. M. (III-A)	1,000
WNDR	Syracuse, N. Y. (III-A)	DA-N-5,000
WGWR	Asheboro, N. C. (III)	D-1,000
WDOK	Cleveland, O. (III-A)	DA-5,000
WNXT	Portsmouth, O.	DA-1,000
KWSH	Seminole, Okla. (III)	DA-1,000
KMCM	McMinnville, Ore. (III-A)	DA-N-1,000
WERC	Erie, Pa. (III-B)	DA-5,000
WMUU	Greenville, S. C. (III)	D-1,000
WMFS	Chattanooga, Tenn. (III)	D-1,000
KTAE	Taylor, Tex. (III)	D-1,000
WEKZ	Monroe, Wis. (III)	D-500
KPOW	Powell, Wyo. (III-B)	DA-N-1,000

1270 KC. REGIONAL

Call Letters	City	Power in Watts
WGSV	Guntersville, Ala. (III)	D-1,000
KCOK	Tulare, Cal. (III-B)	DA-N-1,000
WTAL	Tallahassee, Fla. (III-A)	DA-N-5,000
KTFI	Twin Falls, Ida. (III-A)	LS-5,000 N-1,000
WHBF	Rock Island, Ill. (III-A)	DA-N-5,000
WWCA	Gary, Ind. (III-B)	DA-1,000
KSCB	Liberal, Kan. (III)	D-1,000
WAIN	Columbia, Ky.	D-1,000
WFUL	Fulton, Ky. (III)	D-1,000
WSPR	Springfield, Mass. (III-B)	DA-1,000
WXYZ	Detroit, Mich. (III-A)	DA-N-5,000
WHLD	Niagara Falls, N. Y. (III)	DA-D-5,000
WDLA	Walton, N. Y. (III)	D-1,000
WMPM	Smithfield, N. C. (III)	D-1,000
KGCU	Mandan, N. D. (III-B)	LS-1,000 N-250
WILE	Cambridge, O. (III)	D-1,000
WLBR	Lebanon, Pa. (III)	DA-N-1,000
WTND	Orangeburg, S. C. (III)	D-1,000
KIHO	Sioux Falls, S. D. (III-B)	DA-1,000
KIOX	Bay City, Tex. (III-B)	DA-N-1,000
KFJZ	Ft. Worth, Tex. (III-A)	DA-5,000
WHYU	Newport News, Va. (III)	D-1,000

1280 KC. REGIONAL

Call Letters	City	Power in Watts
†WNPT	Northport, Ala. (III)	D-1,000
KNBY	Newport, Ark. (III)	D-1,000
KFOX	Long Beach, Cal. (III-A)	1,000
KXOB	Stockton, Cal. (III-B)	DA-N-1,000
KSTR	Trinidad, Colo. (III-B)	LS-1,000 N-500
WIPC	Lake Wales, Fla.	D-1,000
WIBB	Macon, Ga. (III)	D-1,000
WMRO	Aurora, Ill. (IV)	D-250
WGBF	Evansville, Ind. (III-B)	LS-5,000 DA-N-1,000 *DA-N-5,000
KSOK	Arkansas City, Kan. (III)	D-1,000
WDSU	New Orleans, La. (III-A)	DA-5,000
WEIM	Fitchburg, Mass. (III)	DA-N-1,000
WFYC	Alma, Mich. (III)	D-1,000
WTCN	Minneapolis, Minn. (III-A)	LS-5,000 N-1,000
KDKD	Clinton, Mo. (III)	D-1,000
WHBI	Newark, N. J. (III-B)	LS-2,500 N-1,000
†KDEF	Albuquerque, N. M. (III)	D-1,000
WOV	New York, N. Y. (III-A)	DA-5,000
WVET	Rochester, N. Y. (III-A)	DA-N-5,000
WSAT	Salisbury, N. C. (III)	DA-N-1,000
WONW	Defiance, O. (III)	DA-N-500
KERG	Eugene, Ore. (III-B)	DA-N-1,000
WHVR	Hanover, Pa. (III)	LS-1,000 DA-N-500
WKST	New Castle, Pa. (III-A)	DA-N-1,000
WANS	Anderson, S. C. (III)	DA-N-1,000
WJAY	Mullins, S. C. (III)	D-1,000
KWHI	Brenham, Tex. (III)	D-1,000
KLTI	Longview, Tex. (III)	D-1,000
KSNY	Snyder, Tex. (III)	D-500
KNAK	Salt Lake City, Utah (III-B)	LS-1,000 DA-N-500
WINA	Charlottesville, Va. (III)	D-1,000
WYVE	Wytheville, Va. (III)	D-1,000
KIT	Yakima, Wash. (III-A)	LS-5,000 N-1,000
WNAM	Neenah, Wis. (III)	DA-N-1,000
†WPRE	Prairie du Chien, Wis. (III)	D-500
WCMN	Arecibo, P. R. (III-A)	1,000

1290 KC. REGIONAL

Call Letters	City	Power in Watts
WPBB	Jackson, Ala. (III)	D-1,000
WMLS	Sylacauga, Ala. (III)	D-1,000
KVOA	Tucson, Ariz. (III-A)	1,000
KDMS	El Dorado, Ark.	D-1,000
KUOA	Siloam Springs, Ark. (III)	D-5,000
KHSL	Chico, Cal. (III-A)	DA-N-5,000
KITO	San Bernardino, Cal. (III-A)	DA-5,000
WCCC	Hartford, Conn. (III)	D-500
WTUX	Wilmington, Del. (III)	D-500
WTMC	Ocala, Fla. (III-B)	DA-N-1,000
WIRK	W. Palm Beach, Fla. (III-B)	DA-1,000
WTOC	Savannah, Ga. (III-A)	DA-N-5,000
WIRL	Peoria, Ill. (III-A)	DA-5,000
KJEF	Jennings, La. (III)	D-500
†KALM	Alton, Mo. (III)	D-1,000
KGVO	Missoula, Mont. (III-A)	DA-5,000
KOIL	Omaha, Neb. (III-A)	DA-N-5,000

Call Letters	City	Power in Watts
WKNE	Keene, N. H. (III-A)	DA-5,000
WNBF	Binghamton, N. Y. (III-A)	DA-N-5,000
WHKY	Hickory, N. C. (III-B)	LS-5,000 DA-N-1,000
†WEYE	Sanford, N. C. (III)	D-1,000
WTRF	Bellaire, O. (III)	D-1,000
WHIO	Dayton, O. (III-A)	DA-N-5,000
KBKO	Portland, Ore. (III)	D-1,000
WJSW	Altoona, Pa. (III-B)	LS-1,000 DA-N-500
WDEM	Providence, R. I. (III)	D-500
KRGV	Weslaco, Tex. (III-A)	DA-N-5,000
KTRN	Wichita Falls, Tex. (III-B)	LS-5,000 DA-N-1,000
WVOW	Logan, W. Va. (III-B)	LS-5,000 DA-U-N-1,000
WMIL	Milwaukee, Wis. (III)	D-1,000
KFRB	Fairbanks, Alaska (III-A) (CP for 790 kc)	5,000

1300 KC. REGIONAL

Call Letters	City	Power in Watts
WFMH	Cullman, Ala. (III)	D-1,000
KWCB	Searcy, Ark. (III)	D-1,000
KROP	Brawley, Cal. (III-B)	LS-1,000 N-500
KYNO	Fresno, Cal. (III-B)	DA-1,000
KWKW	Pasadena, Cal. (III-B)	DA-N-1,000
KVOR	Colorado Springs, Colo. (III-A)	1,000
WLIZ	Bridgeport, Conn. (III)	D-1,000
WGRA	Cairo, Ga. (III)	D-1,000
WTAQ	La Grange, Ill. (III)	D-500
WFRX	West Frankfort, Ill. (III)	D-1,000
KGLO	Mason City, Ia. (III-A)	DA-N-5,000
WKLX	Lexington, Ky. (III-B)	DA-N-1,000
WIBR	Baton Rouge, La. (III)	DA-1,000
WFBR	Baltimore, Md. (III-A)	DA-5,000
WJDA	Quincy, Mass. (III)	D-1,000
WOOD	Grand Rapids, Mich. (III-A)	DA-N-5,000
WJDX	Jackson, Miss. (III-A)	LS-5,000 N-1,000
KMMO	Marshall, Mo. (III)	D-1,000
WTNJ	Trenton, N. J. (IV)	D-250
WOSC	Fulton, N. Y. (III)	D-1,000
WERE	Cleveland, O. (III-A)	DA-5,000
KOME	Tulsa, Okla. (III-B)	LS-5,000 DA-U-N-1,000
WDKD	Kingstree, S. C. (III)	D-1,000
WMAK	Nashville, Tenn. (III-A)	DA-N-5,000
KVET	Austin, Tex. (III-B)	DA-N-1,000
KTFY	Brownfield, Tex. (III)	D-1,000
KOL	Seattle, Wash. (III-A)	DA-5,000
WTIL	Mayaguez, P. R. (III)	1,000

1310 KC. REGIONAL

Call Letters	City	Power in Watts
WJAM	Marion, Ala. (III)	D-1,000
KTYL	Mesa, Ariz. (III)	LS-1,000 DA-N-500
KWBR	Oakland, Cal. (III-A)	1,000
KTKR	Taft, Cal. (III)	D-500
KFKA	Greeley, Colo. (III-B)	DA-N-1,000
KLIX	Twin Falls, Ida. (III) (CP from 1340 kc)	DA-1,000
WISH	Indianapolis, Ind. (III-B)	LS-5,000 DA-N-1,000
KOKX	Keokuk, Ia. (III)	LS-1,000 DA-U-N-500
WORC	Worcester, Mass. (III-B)	DA-1,000
WKMH	Dearborn, Mich. (III-B)	LS-5,000 DA-U-N-1,000
KFSB	Joplin, Mo. (III-B)	LS-5,000 DA-U-N-1,000
KFBB	Great Falls, Mont. (III-A)	DA-N-5,000
WJLK	Asbury Park, N. J. (IV)	250
WCAM	Camden, N. J. (IV)	250
WGAT	Utica, N. Y. (III-B)	LS-1,000 DA-N-500
WISE	Asheville, N. C. (III) (CP from 1230 kc)	LS-5,000 DA-N-1,000
WTIK	Durham, N. C. (III-B)	LS-1,000 DA-N-500
KNPT	Newport, Ore. (III)	DA-N-1,000
WNAE	Warren, Pa. (III)	D-1,000
WDOD	Chattanooga, Tenn. (III-A)	DA-N-5,000
WDXI	Jackson, Tenn. (III-B)	LS-5,000 DA-N-1,000
WRR	Dallas, Tex. (III-A)	DA-N-5,000
WGH	Newport News, Va. (III-A)	DA-5,000
WIBA	Madison, Wis. (III-A)	DA-N-5,000

1320 KC. REGIONAL

Call Letters	City	Power in Watts
WAGF	Dotham, Ala. (III-B)	DA-N-1,000
KWHN	Ft. Smith, Ark. (III-A)	DA-N-5,000
KRLW	Walnut Ridge, Ark.	D-1,000
KCRA	Sacramento, Cal. (III-B)	LS-5,000 DA-U-N-1,000
WATR	Waterbury, Conn. (III-B)	DA-1,000
†WHWB	Hollywood, Fla.	D-1,000
WJHP	Jacksonville, Fla. (III-A)	DA-N-5,000
WKAN	Kankakee, Ill. (III)	D-1,000
KLWN	Lawrence, Kan. (III)	D-500
WNGO	Mayfield, Ky. (III)	D-1,000
WARA	Attleboro, Mass. (III)	DA-1,000
WILS	Lansing, Mich.	DA-N-1,000 *LS-5,000 *DA-U-N-1,000
WDMJ	Marquette, Mich. (III) (CP from 1340 kc)	DA-N-1,000
WEBC	Duluth, Minn. (III-A)	DA-N-5,000
WRJW	Picayune, Miss. (III)	D-1,000 *D-5,000
KXLW	Clayton, Mo. (III)	D-1,000
KOLT	Scottsbluff, Neb. (III-B)	LS-5,000 DA-U-N-1,000
WWHG	Hornell, N. Y. (III)	D-1,000
WCOG	Greensboro, N. C. (III-B)	DA-1,000
WHOK	Lancaster, O. (III)	D-500
KWOE	Clinton, Okla. (III)	D-1,000
WKAP	Allentown, Pa.	DA-N-1,000
WJAS	Pittsburgh, Pa. (III-A)	DA-N-5,000
WSCR	Scranton, Pa.	LS-1,000 DA-N-500
WMSC	Columbia, S. C. (III-A)	DA-N-1,000
KELO	Sioux Falls, S. D. (III-A)	DA-N-5,000
WKIN	Kingsport, Tenn. (III)	D-1,000
KVMC	Colorado City, Tex.	D-500
KXYZ	Houston, Tex. (III-A)	DA-N-5,000
KDYL	Salt Lake City, Utah (III-A)	DA-5,000
KXRO	Aberdeen, Wash. (III-B)	DA-N-1,000
WRIO	Rio Piedras, P. R. (III)	1,000

1330 KC. REGIONAL

Call Letters	City	Power in Watts
†WROS	Scottsboro, Ala. (III)	D-1,000
KFAC	Los Angeles, Cal. (III-A)	DA-N-5,000
WJPS	Evansville, Ind. (III-B)	LS-5,000 DA-U-N-1,000
KWWL	Waterloo, Ia. (III-B)	LS-5,000 DA-U-N-1,000
KFH	Wichita, Kan. (III-A)	DA-N-5,000
KVOL	Lafayette, La. (III)	DA-N-1,000
WASA	Havre de Grace, Md. (III)	D-1,000
WCRB	Waltham, Mass. (III)	D-1,000
WBBC	Flint, Mich. (III-A)	DA-1,000
WLOL	Minneapolis, Minn. (III-A)	DA-5,000
WJPR	Greenville, Miss.	LS-1,000 DA-N-500
WBBR	Brooklyn, N. Y. (III-A)	DA-5,000
WEVD	New York, N. Y. (III-A)	DA-5,000
WHAZ	Troy, N. Y. (III-A)	1,000
WFIN	Findlay, O. (III)	D-1,000
KPOJ	Portland, Ore. (III-A)	DA-5,000
WIKK	Erie, Pa. (III-A)	DA-5,000
WFBC	Greenville, S. C. (III-A)	DA-N-5,000
KSWA	Graham, Tex. (III)	D-500
KINE	Kingsville, Tex. (III)	D-1,000
WBTM	Danville, Va. (III-B)	LS-5,000 DA-N-1,000
WHBL	Sheboygan, Wis. (III-B)	LS-1,000 N-250

1340 KC LOCAL

Call Letters	City	Power in Watts
WCTA	Andalusia, Ala. (IV)	250
WKUL	Cullman, Ala. (IV)	250
WJOI	Florence, Ala. (IV)	250
WGWC	Selma, Ala. (IV)	250
WFEB	Sylacauga, Ala. (IV)	250
KCLS	Flagstaff, Ariz. (IV)	250
KRUX	Glendale, Ariz. (IV)	250
KNOG	Nogales, Ariz. (IV)	250
KBTA	Batesville, Ark. (IV)	250
KWFC	Hot Springs, Ark. (IV)	250
KBRS	Springdale, Ark. (IV)	250
†KHAD	Delano, Cal. (IV)	250
KAVL	Lancaster, Cal. (IV)	250
KWSD	Mt. Shasta, Cal. (IV)	250
KMOR	Oroville, Cal. (IV)	250
KCMJ	Palm Springs, Cal. (IV)	250
KATY	San Luis Obispo, Cal. (IV)	250
KIST	Santa Barbara, Cal. (IV)	250
KHUB	Watsonville, Cal. (IV)	250
KMYR	Denver, Colo. (IV)	250
KGLN	Glenwood Springs, Colo.	250
KLMR	Lamar, Colo. (IV)	250
KVRH	Salida, Colo. (IV)	250
WNHC	New Haven, Conn. (IV)	250
WOOK	Washington, D. C. (IV)	250
WTAN	Clearwater, Fla. (IV)	250
WROD	Daytona Beach, Fla. (IV)	250
WDSR	Lake City, Fla. (IV)	250
WTYS	Marianna, Fla. (IV)	250
WWPG	Palm Beach, Fla. (IV)	250
WJCM	Sebring, Fla. (IV)	250
WGAU	Athens, Ga. (IV)	250
WBGE	Atlanta, Ga. (IV)	250
WBBQ	Augusta, Ga. (IV)	250
WGAA	Cedartown, Ga. (IV)	250
WDAK	Columbus, Ga. (IV)	250
WMLT	Dublin, Ga. (IV)	250
WWGS	Tifton, Ga. (IV)	250
KPST	Preston, Ida. (IV)	250
KLIX	Twin Falls, Ida. (IV) (CP for 1310 kc)	250
WSOY	Decatur, Ill. (IV)	250
WJPF	Herrin, Ill. (IV)	250
WJOL	Joliet, Ill. (IV)	250
WBIW	Bedford, Ind. (IV)	250
WTRC	Elkhart, Ind. (IV)	250
WLBC	Muncie, Ind. (IV)	250
KROS	Clinton, Ia. (IV)	250
KCKN	Kansas City, Kan. (IV)	250
KSEK	Pittsburg, Kan. (IV)	250
WCMI	Ashland, Ky. (IV)	250
WKIC	Hazard, Ky. (IV)	250
WLEX	Lexington, Ky. (IV)	250
WNBS	Murray, Ky. (IV)	250
KRMD	Shreveport, La. (IV)	250
WFAU	Augusta, Me. (IV)	250
WABM	Houlton, Me. (IV)	250
WNBH	New Bedford, Mass. (IV)	250
WBRK	Pittsfield, Mass. (IV)	250
WLAV	Grand Rapids, Mich. (IV)	250
WMTE	Manistee, Mich. (IV)	250
WDMJ	Marquette, Mich. (IV) (CP for 1320 kc)	250
WMBN	Petoskey, Mich. (IV)	250
WEXL	Royal Oak, Mich. (IV)	250
WEVE	Eveleth, Minn. (IV)	250
KVOX	Moorhead, Minn. (IV)	250
KROC	Rochester, Minn. (IV)	250
KWLM	Willmar, Minn. (IV)	250
WJMB	Brookhaven, Miss. (IV)	250
WCBI	Columbus, Miss. (IV)	250
WKOZ	Kosciusko, Miss. (IV)	250
WAML	Laurel, Miss. (IV)	250
KXEO	Mexico, Mo. (IV)	250
KWOC	Poplar Bluff, Mo. (IV) (CP for 930 kc)	250
KICK	Springfield, Mo. (IV)	250
KCAP	Helena, Mont. (IV)	250
KGEZ	Kalispell, Mont. (IV) (CP for 600 kc)	250
KPRK	Livingston, Mont. (IV)	250
KRJF	Miles City, Mont. (IV)	250
KFGT	Fremont, Neb. (IV)	100
KGFW	Kearney, Neb. (IV)	250
KORK	Las Vegas, Nev. (IV)	250
KATO	Reno, Nev. (IV)	250
WLNH	Laconia, N. H. (IV)	250
WMID	Atlantic City, N. J. (IV)	250
KVER	Albuquerque, N. M. (IV)	250
KSIL	Silver City, N. M. (IV)	250
WMBO	Auburn, N. Y. (IV)	250
WENT	Gloversville, N. Y. (IV)	250
WJOC	Jamestown, N.Y. (IV)	250
WUSJ	Lockport, N. Y. (IV)	250
WMSA	Massena, N. Y. (IV)	250
WALL	Middletown, N. Y. (IV)	250
WIRY	Plattsburg, N. Y. (IV)	250
WJRI	Lenoir, N. C. (IV)	250
WTSB	Lumberton, N. C. (IV)	250
WOXF	Oxford, N. C. (IV)	250
WHED	Washington, N. C. (IV)	250
WGNI	Wilmington, N. C. (IV)	250
WAIR	Winston-Salem, N. C. (IV)	250
WATG	Ashland, O. (IV)	250
WIZE	Springfield, O. (IV)	250
WSTV	Steubenville, O. (IV)	250
KIHN	Hugo, Okla. (IV)	250
KOCY	Oklahoma City, Okla. (IV)	250
KRUL	Corvallis, Ore. (IV)	250
KUIN	Grants Pass, Ore. (IV)	250
KIHR	Hood River, Ore. (IV)	250
KFIR	North Bend, Ore. (IV)	250
WFBG	Altoona, Pa. (IV)	250
WCVI	Connellsville, Pa. (IV)	250
WSAJ	Grove City, Pa. (IV)	SH-100
WKRZ	Oil City, Pa. (IV)	250
WHAT	Philadelphia, Pa. (IV)	250
WRAW	Reading, Pa. (IV)	250
WBRE	Wilkes-Barre, Pa. (IV)	250
WWPA	Williamsport, Pa. (IV)	250
WHAN	Charleston, S. C. (IV)	250
WRHI	Rock Hill, S. C. (IV)	250
WFIG	Sumter, S. C. (IV)	250
KIJV	Huron, S. D. (IV)	250
†KRSD	Rapid City, S. D. (IV)	250
WBAC	Cleveland, Tenn. (IV)	250
WKRM	Columbia, Tenn. (IV)	250
WGRV	Greenville, Tenn. (IV)	250
WKGN	Knoxville, Tenn. (IV)	250
WHHM	Memphis, Tenn. (IV)	250
WCDT	Winchester, Tenn. (IV)	250
KWKC	Abilene, Tex. (IV)	250
KAND	Corsicana, Tex. (IV)	250
KSET	El Paso, Tex. (IV)	250
KNAF	Fredericksburg, Tex. (IV)	250
KFYO	Lubbock, Tex. (IV) (CP for 790 kc)	250
KRBA	Lufkin, Tex. (IV)	250
KVKM	Monahans, Tex. (IV)	250
KPDN	Pampa, Tex. (IV)	250
KOLE	Port Arthur, Tex. (IV)	250
KTXL	San Angelo, Tex. (IV)	250
KVIC	Victoria, Tex. (IV)	250
KJAM	Vernal, Utah (IV)	250
WTWN	St. Johnsbury, Vt. (IV)	250
WKEY	Covington, Va. (IV)	250
WHAP	Hopewell, Va. (IV)	250
WJMA	Orange, Va. (IV)	250
WRAD	Radford, Va. (IV)	250
KPKW	Pasco, Wash. (IV)	250
KAPA	Raymond, Wash. (IV)	250
KWNW	Wenatchee, Wash. (IV)	250
WHAR	Clarksburg, W. Va. (IV)	250
WEPM	Martinsburg, W. Va. (IV)	250
WMON	Montgomery, W. Va. (IV)	250
WBRW	Welch, W. Va. (IV)	250
WLDY	Ladysmith, Wis. (IV)	250
WEMP	Milwaukee, Wis. (IV)	250
WFHR	Wisconsin Rapids, Wis. (IV)	250
KOWB	Laramie, Wyo. (IV)	250
KIBH	Seward, Alaska (IV)	SH-250
WSTA	Charlotte Amalie, V.I. (IV)	250

1350 KC. REGIONAL

Call Letters	City	Power in Watts
WGAD	Gadsden, Ala. (III-B)	LS-5,000 DA-N-1,000
KCSB	San Bernardino, Cal. (III-B)	DA-N-500
KSRO	Santa Rosa, Cal. (III-B)	DA-1,000
KGHF	Pueblo, Colo. (III-B)	LS-5,000 DA-N-1,000
WNLK	Norwalk, Conn. (III-B)	DA-N-500
KRLC	Lewiston, Ida. (III-B)	DA-N-1,000
WEEK	Peoria, Ill. (III-B)	DA-1,000
WIOU	Kokomo, Ind. (III-B)	DA-1,000
KRNT	Des Moines, Ia. (III-A)	DA-N-5,000
KMAN	Manhattan, Kan. (III)	D-500
WLOU	Louisville, Ky. (III)	D-1,000
WSMB	New Orleans, La. (III-A)	DA-N-5,000
KREI	Farmington, Mo. (III)	D-1,000
WCBA	Corning, N. Y. (III)	D-1,000
WHIP	Mooresville, N. C.	D-1,000
WADC	Akron, O. (III-A)	DA-5,000
KRHD	Duncan, Okla. (IV)	LS-250 N-100

(Continued on page 432)

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AM Stations by Frequencies

(Continued from page 431)

Call Letters	City	Power in Watts
WORK	York, Pa. (III-B)	LS-5,000 DA-N-1,000
KCAR	Clarksville, Tex. (III)	D-500
KCOR	San Antonio, Tex. (III-B)	LS-5,000 DA-U-N-1,000
WSAP	Portsmouth, Va.	DA-5,000

1360 KC. REGIONAL

Call Letters	City	Power in Watts
WELR	Roanoke, Ala. (III)	D-1,000
KFFA	Helena, Ark. (III-B)	DA-N-1,000
KMOD	Modesto, Cal. (III-B)	DA-N-1,000
KGB	San Diego, Cal. (III-A)	1,000
WDRC	Hartford, Conn. (III-A)	DA-5,000
WOBS	Jacksonville, Fla. (III)	D-1,000
WKAT	Miami Beach, Fla. (III-B)	LS-5,000 N-1,000
WLBK	DeKalb, Ill. (III)	D-500
WVMC	Mt. Carmel, Ill. (III)	D-500
KXGI	Fort Madison, Ia. (III)	D-500
KSCJ	Sioux City, Ia. (III-A)	DA-N-5,000
WLYN	Lynn, Mass. (III)	D-1,000
WGFG	Kalamazoo, Mich. (III-B)	DA-N-1,000
KDLM	Devils Lake, Minn. (III)	D-1,000
WWBZ	Vineland, N. J. (III-B)	DA-N-1,000
WKOP	Binghamton, N. Y. (III)	LS-1,000 DA-N-500
WSAI	Cincinnati, O. (III-A)	DA-N-5,000
WMCK	McKeesport, Pa. (III-B)	DA-N-1,000
WPPA	Pottsville, Pa. (III-B)	LS-1,000 DA-N-500
WELP	Easley, S. C. (III)	D-1,000
WLCM	Lancaster, S. C. (III)	D-1,000
WNAH	Nashville, Tenn. (III)	D-1,000
KREL	Baytown, Tex. (III-B)	DA-1,000
KRIS	Corpus Christi, Tex. (III-A)	1,000
KXOL	Ft. Worth, Tex. (III-B)	DA-N-1,000
KMO	Tacoma, Wash. (III-A)	5,000
WHJC	Matewan, W. Va.	D-1,000
WBAY	Green Bay, Wis. (III-A)	DA-N-5,000
WMNE	Menomonie, Wis. (III)	D-500
KVRS	Rock Springs, Wyo. (III-B)	LS-1,000 DA-N-500

1370 KC. REGIONAL

Call Letters	City	Power in Watts
†KPLN	Camden, Ark. (III)	D-1,000
KBUC	Corona, Cal. (III-B)	DA-N-500
KEEN	San Jose, Cal. (III-B)	DA-1,000
WCOA	Pensacola, Fla. (III-A)	DA-N-5,000
WBGR	Jesup, Ga. (III)	D-1,000
WPRC	Lincoln, Ill. (III)	D-500
WTTS	Bloomington, Ind. (III-B)	LS-5,000 DA-U-N-500
WGRY	Gary, Ind. (III)	D-500
KDTH	Dubuque, Ia. (III-B)	DA-N-1,000
KGNO	Dodge City, Kan. (III-B)	LS-1,000 N-250
KSUM	Fairmont, Minn. (III-B)	DA-1,000
KCRV	Caruthersville, Mo.	D-1,000
KXLF	Butte, Mont. (III-A)	5,000
WFEA	Manchester, N. H. (III-A)	DA-5,000
†WALK	Patchogue, N. Y. (III)	D-500
WSAY	Rochester, N. Y. (III-A)	DA-1,000 *DA-N-5,000
WLTC	Gastonia, N. C. (III)	D-1,000
WSPD	Toledo, O. (III-A)	DA-N-5,000
KAST	Astoria, Ore. (III-B)	DA-N-1,000
WPAZ	Pottstown, Pa. (III)	D-1,000
WDEF	Chattanooga, Tenn. (III-A)	LS-5,000 DA-N-1,000
WDXE	Lawrenceburg, Tenn. (III)	D-500
KTXN	Austin, Tex. (III)	D-1.000
KFRO	Longview, Tex. (III-B)	DA-N-1,000
†KVWO	Cheyenne, Wyo. (III)	D-1,000

1380 KC. REGIONAL

Call Letters	City	Power in Watts
†KGRO	Malvern, Ark. (III)	D-1,000
†......	Sacramento, Cal.	DA-D-1,000
KSBW	Salinas, Cal. (III-B)	DA-1,000
WAMS	Wilmington, Del. (III-B)	DA-1,000
WTSP	St. Petersburg, Fla. (III-A)	DA-N-5,000
WATL	Atlanta, Ga. (III-A)	DA-N-5,000
WKJG	Ft. Wayne, Ind. (III-A)	DA-5,000
KCIM	Carroll, Ia. (III)	DA-1,000
†......	Central City, Ky.	D-500
WTTH	Port Huron, Mich. (III-B)	DA-1,000
KWK	St. Louis, Mo. (III-A)	DA-N-5,000
WAWZ	Zarepath, N. J. (III-A)	LS-5,000 DA-U-N-1,000 *DA-5,000
WBNX	New York, N. Y. (III-A)	DA-5,000
WLOS	Asheville, N. C. (III-B)	LS-5,000 DA-N-1,000
WTOB	Winston-Salem, N. C. (III)	DA-1,000
KSWO	Lawton, Okla. (III-B)	DA-1,000
KMUS	Muskogee, Okla. (III-B)	LS-1,000 DA-N-500
KSRV	Ontario, Ore. (III)	DA-N-1,000
WLXW	Carlisle, Pa. (III)	D-1,000
WACB	Kittanning, Pa. (III)	D-500
WPAW	Pawtucket, R. I. (III)	D-500
KOTA	Rapid City, S. D. (III-A)	DA-N-5,000
KPBX	Beaumont, Tex. (III)	D-1,000
KBWD	Brownwood, Tex. (III-B)	LS-1,000 N-500
KTSM	El Paso, Tex. (III-B)	LS-1,000 N-500
KBOP	Pleasanton, Tex. (III)	D-1,000
WSYB	Rutland, Vt. (III-B)	DA-N-1,000
WMBG	Richmond, Va. (III-A)	DA-N-5,000
KRKO	Everett, Wash. (III-A)	DA-N-1,000
WBEL	Beloit, Wis. (III)	D-1,000
KHON	Honolulu, T. H. (III-A)	5,000

1390 KC. REGIONAL

Call Letters	City	Power in Watts
WSPC	Anniston, Ala. (III-B)	LS-5,000 DA-N-1,000
KGER	Long Beach, Cal. (III-A)	DA-N-5,000
KTUR	Turlock, Cal. (III-B)	DA-N-1,000
WGES	Chicago, Ill. (III-A)	DA-5,000
WJCD	Seymour, Ind. (III)	D-500
KCBC	Des Moines, Ia. (III-B)	DA-1,000
KNOE	Monroe, La. (III-A)	DA-N-5,000
KOBK	Owatonna, Minn. (III)	D-500
WEOK	Poughkeepsie, N. Y. (III)	D-1,000
WFBL	Syracuse, N. Y. (III-A)	DA-N-5,000
WFNC	Fayetteville, N. C. (III)	LS-5,000 DA-U-N-1,000
WEED	Rocky Mount, N. C. (III)	DA-1,000
KLPM	Minot, N. D. (III-A)	LS-5,000 N-1,000
†WOHP	Bellefontaine, O. (III)	D-500
WFMJ	Youngstown, O. (III-A)	DA-N-5,000
KCRC	Enid, Okla. (III-B)	DA-1,000
KSLM	Salem, Ore. (III-A)	1,000
WLAN	Lancaster, Pa. (III-B)	DA-N-1,000
WCSC	Charleston, S. C. (III-A)	DA-N-5,000
WTJS	Jackson, Tenn. (III-B)	DA-N-1,000
KULP	El Campo, Tex. (III)	D-500
WEAM	Arlington, Va. (III-A)	DA-5,000
WWOD	Lynchburg, Va. (III-B)	DA-1,000

1400 KC. LOCAL

Call Letters	City	Power in Watts
WJLD	Bessemer, Ala. (IV)	250
WMSL	Decatur, Ala. (IV)	250
WXAL	Demopolis, Ala. (IV)	250
WFPA	Fort Payne, Ala. (IV)	250
WGYV	Greenville, Ala. (IV)	250
WJHO	Opelika, Ala. (IV)	250
KCLF	Clifton, Ariz. (IV)	250
KTUC	Tucson, Ariz. (IV)	250
KYMA	Yuma, Ariz. (IV)	250
KELD	El Dorado, Ark. (IV)	250
KCLA	Pine Bluff, Ark. (IV)	250
KRE	Berkeley, Cal. (IV)	250
KCRE	Crescent City, Cal. (IV)	250
KREO	Indio, Cal. (IV)	250
KCOY	Santa Maria, Cal. (IV)	250
KSPA	Santa Paula, Cal. (IV)	250
KUKI	Ukiah, Cal. (IV)	250
KKIN	Visalia, Cal. (IV)	250
KRLN	Canon City, Colo. (IV)	SH-250
KNBZ	La Junta, Colo. (IV)	250
WICH	Norwich, Conn. (IV)	250
WSTC	Stamford, Conn. (IV)	250
WFTL	Ft. Lauderdale, Fla. (IV)	250
WIRA	Ft. Pierce, Fla. (IV)	250
WRHC	Jacksonville, Fla. (IV)	250
WPCF	Panama City, Fla. (IV)	250
WTRR	Sanford, Fla. (IV)	250
WSGC	Elberton, Ga. (IV)	250
WDUN	Gainesville, Ga. (IV)	250
WNEX	Macon, Ga. (IV)	250
WMGA	Moultrie, Ga. (IV)	250
WCOH	Newnan, Ga. (IV)	250
WDAR	Savannah, Ga. (IV)	250
KIFI	Idaho Falls, Ida. (IV)	250
KRPL	Moscow, Ida. (IV)	250
KSPT	Sandpoint, Ida. (IV)	250
WDWS	Champaign, Ill. (IV)	250
WGIL	Galesburg, Ill. (IV)	250
WEOA	Evansville, Ind. (IV)	250
WBAT	Marion, Ind.	250
KCOG	Centerville, Ia. (IV)	100
KVFD	Ft. Dodge, Ia. (IV)	250
KTSW	Emporia, Kan. (IV)	250
KAYS	Hays, Kan. (IV)	250
WIEL	Elizabethtown, Ky. (IV)	250
KSYL	Alexandria, La. (IV)	250
WLCS	Baton Rouge, La. (IV)	250
KAOK	Lake Charles, La. (IV)	250
WRDO	Augusta, Me. (IV)	250
WIDE	Biddeford, Me. (IV)	250
WWIN	Baltimore, Md. (IV)	250
WALE	Fall River, Mass. (IV)	250
WLLH	Lowell, Mass. (IV)	250
WHMP	Northampton, Mass. (IV)	250
WELL	Battle Creek, Mich. (IV)	250
WJLB	Detroit, Mich. (IV)	250
WHDF	Houghton, Mich. (IV)	250
WSAM	Saginaw, Mich. (IV)	250
WTCM	Traverse City, Mich. (IV)	250
KLIZ	Brainerd, Minn. (IV)	250
KMHL	Marshall, Minn. (IV)	250
WMIN	St. Paul, Minn. (IV)	250
WHLB	Virginia, Minn. (IV)	250
WBIP	Booneville, Miss. (IV)	250
WNAG	Grenada, Miss. (IV)	250
WFOR	Hattiesburg, Miss. (IV)	250
WJQS	Jackson, Miss. (IV)	250
WMBC	Macon, Miss. (IV)	250
KFRU	Columbia, Mo. (IV)	250
KSIM	Sikeston, Mo. (IV)	250
KTTS	Springfield, Mo. (IV)	250
KXGN	Glendive, Mont. (IV)	250
KXLK	Great Falls, Mont. (IV)	250
KCOW	Alliance, Neb. (IV)	250
KOLN	Lincoln, Neb. (IV)	250
WTSL	Hanover, N. H. (IV)	250
WOND	Pleasantville, N. J. (IV)	250
KGFL	Roswell, N. M. (IV)	250
KTRC	Santa Fe, N. M. (IV)	250
KCHS	Truth or Consequences, N. M. (IV)	250
KTNM	Tucumcari, N. M. (IV)	250
WABY	Albany, N. Y. (IV)	250
WBNY	Buffalo, N. Y. (IV)	250
WELM	Elmira, N. Y. (IV)	250
WSLB	Ogdensburg, N. Y. (IV)	250
WDOS	Oneonta, N. Y. (IV)	250
WGBG	Greensboro, N. C. (IV)	250
WSIC	Statesville, N. C. (IV)	250
WHCC	Waynesville, N. C. (IV)	250
KNOX	Grand Forks, N. D. (IV)	250
WMAN	Mansfield, O. (IV)	250
WPAY	Portsmouth, O. (IV)	250
KWON	Bartlesville, Okla. (IV)	250
KTMC	McAlester, Okla. (IV)	250
KNOR	Norman, Okla. (IV)	250
KWIN	Ashland, Ore. (IV)	250
WEST	Easton, Pa. (IV)	250
WHGB	Harrisburg, Pa. (IV)	250
WHUN	Huntingdon, Pa. (IV)	250
WJAC	Johnstown, Pa. (IV)	250
WDAS	Philadelphia, Pa. (IV)	250
WKBI	St. Marys, Pa. (IV)	250
WARM	Scranton, Pa. (IV) (CP for 590 kc)	250
WRAK	Williamsport, Pa. (IV)	250
WCOS	Columbia, S. C. (IV)	250
WGTN	Georgetown, S. C. (IV)	250
WJZM	Clarksville, Tenn. (IV)	250
WHUB	Cookeville, Tenn. (IV)	250
WKPT	Kingsport, Tenn. (IV)	250
WGAP	Maryville, Tenn. (IV)	250
WHAL	Shelbyville, Tenn. (IV)	250
KRUN	Ballinger, Tex. (IV)	250
KTXC	Big Spring, Tex. (IV)	100
KUNO	Corpus Christi, Tex. (IV)	250
KLUF	Galveston, Tex. (IV)	250
KGVL	Greenville, Tex. (IV)	250
KEBE	Jacksonville, Tex. (IV)	250
KIUN	Pecos, Tex. (IV)	250
KEYE	Perryton, Tex. (IV)	250
KVOP	Plainview, Tex. (IV)	250
KDWT	Stamford, Tex. (IV)	250
KTEM	Temple, Tex. (IV)	250
KTFS	Texarkana, Tex. (IV)	250
KCSU	Provo, Utah (IV)	250
WBOB	Galax, Va. (IV)	250
WLOW	Portsmouth, Va. (IV)	250
WHLF	South Boston, Va. (IV)	250
WTON	Staunton, Va. (IV)	250
WINC	Winchester, Va. (IV)	250
KFDR	Grand Coulee, Wash. (IV)	250
KWLK	Longview, Wash. (IV)	250
KYAK	Yakima, Wash. (IV)	250
WCAW	Charleston, W. Va. (IV)	250
WBLK	Clarksburg, W. Va. (IV)	250
WRON	Ronceverte, W. Va. (IV)	250
WKWK	Wheeling, W. Va. (IV)	250
WBTH	Williamson, W. Va. (IV)	250
WATW	Ashland, Wis. (IV)	250
WBIZ	Eau Claire, Wis. (IV)	250
WDUZ	Green Bay, Wis.	250
WRJN	Racine, Wis. (IV)	250
WSAU	Wausau, Wis. (IV)	250
KODI	Cody, Wyo. (IV)	250
KALA	Sitka, Alaska (IV)	250
WAEL	Mayaguez, P. R. (IV)	250
WITA	San Juan, P. R. (IV)	250

1410 KC. REGIONAL

Call Letters	City	Power in Watts
WALA	Mobile, Ala. (III-A)	DA-N-5,000
KERN	Bakersfield, Cal. (III-A)	1,000
KMYC	Marysville, Cal. (CP from 1450 kc)	DA-N-1,000
KCOL	Ft. Collins, Colo. (III-B)	DA-N-1,000
WONS	Hartford, Conn. (III-A)	DA-5,000
WDOV	Dover, Del. (III)	D-1,000
†......	Ft. Myers, Fla.	D-1,000
WLAQ	Rome, Ga.	DA-N-1,000
WRMN	Elgin, Ill. (III)	D-500
†WTIM	Taylorville, Ill. (III)	DA-D-1,000
KCLO	Leavenworth, Kan. (III)	D-500
KWBB	Wichita, Kan. (III-B)	DA-1,000
WLBJ	Bowling Green, Ky.	LS-5,000 DA-U-N-1,000
WGRD	Grand Rapids, Mich. (III)	D-1,000
WFCB	Dunkirk, N. Y. (III-B)	DA-500
WWSC	Glens Falls, N. Y. (III-B) (CP from 1450 kc)	DA-N-1,000
WEGO	Concord, N. C. (III)	D-1,000
WING	Dayton, O. (III-A)	DA-N-5,000
KPAM	Portland, Ore. (III)	D-1,000
KQV	Pittsburgh, Pa. (III-A)	DA-5,000
KBUD	Athens, Tex. (IV)	D-250
KXIT	Dalhart, Tex. (III)	D-500
KRIG	Odessa, Tex. (III-B)	DA-N-1,000
KNAL	Victoria, Tex. (III)	DA-N-500
WKBH	LaCrosse, Wis. (III-A)	DA-N-5,000
KWYO	Sheridan, Wyo. (III-B)	LS-1,000 N-500

1420 KC. REGIONAL

Call Letters	City	Power in Watts
KDAS	Malvern, Ark. (III)	D-1,000
KPOC	Pocahontas, Ark. (III)	D-1,000
KSTN	Stockton, Cal. (III-B)	DA-1,000
WRBL	Columbus, Ga. (III-A)	DA-N-5,000
WLET	Toccoa, Ga. (III)	D-1,000
WIMS	Michigan City, Ind. (III)	D-1,000 *LS-1,000 *DA-N-500
WOC	Davenport, Iowa (III-A)	DA-5,000
KJCK	Junction City, Kan. (III)	D-1,000
WVJS	Owensboro, Ky. (III-B)	DA-1,000
KLFY	Lafayette, La. (III)	LS-1,000 DA-N-500
KTOE	Mankato, Minn. (III-A)	DA-N-1,000 *LS-5.000 *DA-N-1,000
WQBC	Vicksburg, Miss. (III-B)	LS-1,000 N-500
WLNA	Peekskill, N. Y. (III)	D-500
WVOT	Wilson, N. C. (III)	LS-1,000 DA-N-500
WHK	Cleveland, O. (III-A)	DA-N-5,000
KTJS	Hobart, Okla. (IV)	D-250
WCOJ	Coatesville, Pa. (IV)	D-1,000
WPJB	Providence, R. I. (III-A)	DA-5,000
KFYN	Bonham, Tex. (IV)	D-250
KTRE	Lufkin, Tex. (III-B)	DA-N-1,000
KGNB	New Braunfels, Tex. (III)	D-1,000
WWSR	St. Albans, Vt. (III)	D-1,000
KUJ	Walla Walla, Wash. (III-A)	DA-N-5,000

1430 KC. REGIONAL

Call Letters	City	Power in Watts
KARM	Fresno, Cal. (III-A)	DA-5,000
KALI	Pasadena, Cal. (III)	DA-D-1,000
WLAK	Lakeland, Fla. (III-B)	1,000
†WCMY	Ottawa, Ill. (III)	D-500
WIRE	Indianapolis, Ind. (III-A)	DA-N-5,000
KASI	Ames, Ia. (III)	D-1,000
WNAV	Annapolis, Md. (III-B)	DA-N-1,000
WIL	St. Louis, Mo. (III-A)	DA-5,000
WNJR	Newark, N. J. (III-A)	DA-N-5,000
WENE	Endicott, N. Y. (III)	DA-5,000
WRXO	Roxboro, N. C. (III)	D-1,000
WCLT	Newark, O. (III)	D-500
KTUL	Tulsa, Okla. (III-A)	DA-N-5,000
†KGAE	Salem, Ore. (III)	D-1,000
WVAM	Altoona, Pa. (III-B)	DA-1,000
WOKE	Oak Ridge, Tenn. (III)	D-1,000
WDBL	Springfield, Tenn. (III)	D-1,000
KSTB	Breckenridge, Tex. (III)	D-1,000
KSIJ	Gladewater, Tex. (III)	D-1,000
KCOH	Houston, Tex. (III)	D-1,000
KLO	Ogden, Utah (III-A)	DA-5,000
KBRC	Mt. Vernon, Wash. (III)	DA-N-500
WEIR	Weirton, W. Va. (III)	DA-1,000
WBEV	Beaver Dam, Wis. (III)	D-1,000

1440 KC. REGIONAL

Call Letters	City	Power in Watts
WSFA	Montgomery, Ala. (III-B)	LS-5,000 DA-N-1,000
KVON	Napa, Cal. (III-B)	DA-500
KPRO	Riverside, Cal. (III-B)	1,000
WBIS	Bristol, Conn. (III)	D-500
WGIG	Brunswick, Ga. (III-B)	DA-N-1,000
KWIK	Pocatello, Ida. (III-B)	DA-1,000
WPRS	Paris, Ill.	D-500
WGEM	Quincy, Ill. (III-B)	DA-1,000
WROK	Rockford, Ill. (III-B)	LS-1,000 N-500
WPGW	Portland, Ind. (III)	DA-D-500
KJAY	Topeka, Kan. (III-B)	LS-5,000 DA-U-N-1,000
KMLB	Monroe, La. (III-B)	LS-5,000 DA-N-1,000
WAAB	Worcester, Mass. (III-A)	DA-5,000
WBCM	Bay City, Mich. (III-B)	LS-1,000 N-500
KEYD	Minneapolis, Minn. (III)	D-5,000
WJJL	Niagara Falls, N. Y. (III)	D-1,000
KFJM	Grand Forks, N. D. (III-B)	LS-1,000 N-500
KILO	Grand Forks, N. D. (III-B)	LS-1,000 N-500
WHHH	Warren, O. (III-A)	DA-5,000
KMED	Medford, Ore. (III-A)	LS-5,000 N-1,000
WGCB	Red Lion, Pa. (III)	D-1,000
WMRC	Greenville, S. C. (III-A)	DA-5,000
KFDA	Amarillo, Tex. (III-B)	LS-5,000 DA-N-1,000
KEYS	Corpus Christi, Tex. (III-B)	LS-1,000 DA-N-500
WHIS	Bluefield, W. Va. (III-A)	DA-N-5,000
WJPG	Green Bay, Wis. (III)	LS-1,000 DA-U-N-500

1450 KC. LOCAL

Call Letters	City	Power in Watts
WHMA	Anniston, Ala. (IV)	250
WBCO	Bessemer, Ala. (IV)	250
WDIG	Dothan, Ala. (IV)	250
WFUN	Huntsville, Ala. (IV)	250
WLAY	Muscle Shoals City, Ala. (IV)	250
KAWT	Douglas, Ariz. (IV)	250
KOPO	Tucson, Ariz. (IV)	250
KAMD	Camden, Ark. (IV)	250
KGRH	Fayetteville, Ark. (IV)	250
KENA	Mena, Ark. (IV)	250
KXLR	N. Little Rock, Ark. (IV) (CP for 1150 kc)	250
†	Searcy, Ark. (IV)	250
KYOR	Blythe, Cal. (IV)	250
KMYC	Marysville, Cal. (IV) (CP for 1410 kc)	250
KTIP	Porterville, Cal. (IV)	250
KSAN	San Francisco, Cal. (IV)	250
KROG	Sonora, Cal. (IV)	250
KVEN	Ventura, Cal. (IV)	250
KGIW	Alamosa, Colo. (IV)	250
KYOU	Greeley, Colo. (IV)	250
WNAB	Bridgeport, Conn. (IV)	250
WILM	Wilmington, Del. (IV)	250
WOL	Washington, D. C. (IV)	250
WMFJ	Daytona Beach, Fla. (IV)	250
WNER	Live Oak, Fla. (IV)	250
WWPB	Miami, Fla. (IV)	250
WBSR	Pensacola, Fla. (IV)	250
WSPB	Sarasota, Fla. (IV)	250
WTNT	Talahassee, Fla. (IV)	250
WGPC	Albany, Ga. (IV)	250
WBHF	Carterville, Ga. (IV)	250
WKEU	Griffin, Ga. (IV)	250
WMVG	Milledgeville, Ga. (IV)	250
WCCP	Savannah, Ga. (IV)	250
WVOP	Vidalia, Ga. (IV)	250
KVMV	Twin Falls, Ida. (IV)	250
WHFC	Cicero, Ill. (IV)	250
†WKEI	Kewanee, Ill. (IV)	100
WCVS	Springfield, Ill. (IV)	250
WANE	Ft. Wayne, Ind. (IV)	250
WASK	Lafayette, Ind. (IV)	250
WAOV	Vincennes, Ind. (IV)	250
KWCR	Cedar Rapids, Ia. (IV)	250
KWBW	Hutchinson, Kan. (IV)	250
WLCK	Campbellsville, Ky. (IV)	250
WPAD	Paducah, Ky. (IV)	250
KSIG	Crowley, La. (IV)	250
KWCJ	Natchitoches, La. (IV)	250
WTIX	New Orleans, La. (IV)	250
WAGM	Presque Isle, Me. (IV)	250
WTBO	Cumberland, Md. (IV)	250
WMAS	Springfield, Mass. (IV)	250
WATZ	Alpena, Mich. (IV)	250
WHTC	Holland, Mich. (IV)	250
WMIQ	Iron Mountain, Mich. (IV)	250
WIBM	Jackson, Mich. (IV)	250
WKLA	Ludington, Mich. (IV)	250
WHLS	Port Huron, Mich. (IV)	250
KATE	Albert Lea, Minn. (IV)	250
KBUN	Bemidji, Minn. (IV)	250
KBMW	Breckenridge, Minn. (IV)	250
†KDMA	Montevideo, Minn. (IV)	100
KFAM	St. Cloud, Minn. (IV)	250
WROX	Clarksdale, Miss. (IV)	250
WCJU	Columbia, Miss. (IV)	250
WJXN	Jackson, Miss. (IV)	250
WTOK	Meridan, Miss. (IV)	250
WNAT	Natchez, Miss. (IV)	250
WROB	West Point, Miss. (IV)	250
WMBH	Joplin, Mo. (IV)	250
KIRX	Kirksville, Mo. (IV)	250
KSGM	Ste. Genevieve, Mo. (IV) (CP for 980 kc)	250
KWPM	West Plains, Mo. (IV)	250
KXLQ	Bozeman, Mont. (IV)	250
KXLL	Missoula, Mont. (IV)	250
KWBE	Beatrice, Neb. (IV)	250
KBRL	McCook, Neb. (IV)	250
WKXL	Concord, N. H. (IV)	250
WFPG	Atlantic City, N. J. (IV)	250
WCTC	New Brunswick, N. J. (IV)	250
KSVP	Artesia, N. M. (IV)	250
KLMX	Clayton, N. M. (IV)	250
KOBE	Las Cruces, N. M. (IV)	250
KENM	Portales, N. M. (IV)	250
WHDL	Allegany, N. Y. (IV)	250
WCLI	Corning, N. Y. (IV)	250
WWSC	Glens Falls, N. Y. (IV) (CP for 1410 kc)	250
WKIP	Poughkeepsie, N. Y. (IV)	250
WKAL	Rome, N. Y. (IV)	250
WNBZ	Saranac Lake, N. Y. (IV)	250
WATA	Boone, N. C. (IV)	250
WGNC	Gastonia, N. C. (IV)	250
†WBID	Henderson, N. C. (IV)	250
WHKP	Hendersonville, N. C. (IV)	250
WBUY	Lexington, N. C. (IV)	250
WHIT	New Bern, N. C. (IV)	250
KWBM	Williston, N. D. (IV)	250
WJER	Dover, O. (IV)	250
WMOH	Hamilton, O. (IV)	250
WLEC	Sandusky, O. (IV)	250
KWHW	Altus, Okla. (IV)	250
KGFF	Shawnee, Okla. (IV)	250
KSIW	Woodward, Okla. (IV)	250
KWRO	Coquille, Ore. (IV)	250
KORE	Eugene, Ore. (IV)	250
KFLW	Klamath Falls, Ore. (IV)	250
KLBM	La Grande, Ore. (IV)	250
KBPS	Portland, Ore. (IV)	250
WLEU	Erie, Pa. (IV)	250
WGET	Gettysburg, Pa. (IV)	250
WDAD	Indiana, Pa. (IV)	250
WPAM	Pottsville, Pa. (IV)	250
WMAJ	State College, Pa. (IV)	250
WJPA	Washington, Pa. (IV)	250
WUSN	Charleston, S. C. (IV)	250
WCRS	Greenwood, S. C. (IV)	250
WHSC	Hartsville, S. C. (IV)	250
WMRA	Myrtle Beach, S. C. (IV)	250
WRNO	Orangeburg, S. C. (IV)	250
KDSJ	Deadwood, S. D. (IV) (CP for 980 kc)	250
WLAR	Athens, Tenn. (IV)	250
WAGC	Chattanooga, Tenn. (IV)	250
WDSG	Dyersburg, Tenn. (IV)	250
WCRK	Morristown, Tenn. (IV)	250
WGNS	Murfreesboro, Tenn. (IV)	250
KRIC	Beaumont, Tex. (IV)	250
KDNT	Denton, Tex. (IV)	250
KCTI	Gonzales, Tex. (IV)	250
KMBL	Junction, Tex. (IV)	100
KHIT	Lampasas, Tex. (IV)	250
KMHT	Marshall, Tex. (IV)	250
KNET	Palestine, Tex. (IV)	250
KVOU	Uvalde, Tex. (IV)	250
KNEU	Provo, Utah (IV)	250
WTSA	Brattleboro, Vt. (IV)	250
WFTR	Front Royal, Va. (IV)	250
WREL	Lexington, Va. (IV)	250
WMVA	Martinsville, Va. (IV)	250
WNVA	Norton, Va. (IV)	250
WLPM	Suffolk, Va. (IV)	250
KBKW	Aberdeen, Wash. (IV)	250
KCLX	Colfax, Wash. (IV)	250
KSEM	Moses Lake, Wash. (IV)	250
KONP	Port Angeles, Wash. (IV)	250
KPUY	Puyallup, Wash., (IV)	100
†WERL	E. Rainelle, W. Va.	250
WPLH	Huntington, W. Va. (IV)	250
WPAR	Parkersburg, W. Va. (IV)	250
WHAW	Weston, W. Va. (IV)	250
KFIZ	Fond du Lac, Wis. (IV)	250
WDLB	Marshfield, Wis. (IV)	250
WRCO	Richland Center, Wis. (IV)	250
KWRL	Riverton, Wyo. (IV)	250
WRIA	Caguas, P. R. (IV)	250

1460 KC. REGIONAL

Call Letters	City	Power in Watts
KDON	Santa Cruz, Cal. (III-B)	DA-5,000
WMBR	Jacksonville, Fla. (III-A)	DA-N-5,000
WGBA	Columbus, Ga. (III-B)	DA-1,000
WROY	Carmi, Ill. (III)	D-1,000
KSO	Des Moines, Ia. (III-A)	DA-N-5,000
WAFB	Baton Rouge, La. (III-B)	LS-5,000 DA-N-1,000
WSTR	Sturgis, Mich. (III)	D-500
KENO	Las Vegas, Nev. (III)	DA-N-1,000
WOKO	Albany, N. Y. (III-A)	DA-N-5,000
WGNR	New Rochelle, N. Y. (III)	D-500
WHEC	Rochester, N. Y. (III-A)	DA-N-5,000
WFVG	Fuquay Springs, N. C. (III)	D-1,000
WBNS	Columbus, O. (III-B)	LS-5,000 DA-N-1,000
WCMB	Lemoyne, Pa. (III) (CP from 960 kc)	DA-5,000
WBCU	Union, S. C. (III-B)	DA-N-1,000
WACO	Waco, Tex. (III-B)	DA-N-1,000
KIMA	Yakima, Wash. (III-B)	LS-1,000 N-500
WRAC	Racine, Wis. (III)	D-500
KINY	Juneau, Alaska (III-A)	5,000

1470 KC. REGIONAL

Call Letters	City	Power in Watts
KBMX	Coalinga, Cal. (III)	D-500
KXOA	Sacramento, Cal. (III-B)	DA-1,000
WMMW	Meriden, Conn. (III)	D-1,000
WRGA	Rome, Ga. (III-A)	DA-N-5,000
WMBD	Peoria, Ill. (III-A)	DA-5,000
WCBC	Anderson, Ind. (III)	D-1,000
KTRI	Sioux City, Ia. (III-A)	DA-5,000
KARE	Atchison, Kan. (III-B)	DA-1,000
KPLC	Lake Charles, La. (III-B)	LS-5,000 DA-N-1,000
WLAM	Lewiston, Me. (III-A)	DA-5,000
†WCLC	Flint, Mich. (III)	DA-1,000
WBIG	Greensboro, N. C. (III-A)	DA-N-5,000
KVLH	Pauls Valley, Okla. (IV)	D-250
WSAN	Allentown, Pa. (III-A)	DA-N-5,000
WATS	Sayre, Pa. (III)	D-1,000
WSOK	Nashville, Tenn. (III)	D-1,000
KRBC	Abilene, Tex. (III-B)	LS-5,000 DA-N-1,000
KCNY	San Marcos, Tex. (IV)	D-250
KELA	Centralia, Wash. (III-A)	1,000
WMOD	Moundsville, W. Va. (VI)	D-1,000
WBKV	West Bend, Wis. (III)	D-500
KSPR	Casper, Wyo. (III-B)	1,000

1480 KC. REGIONAL

Call Letters	City	Power in Watts
WABB	Mobile, Ala. (III-A)	DA-N-5,000
KGLU	Safford, Ariz. (III-A)	1,000
KIEM	Eureka, Cal. (III-A)	DA-5,000
KYOS	Merced, Cal. (III-A)	DA-N-5,000
KVOE	Santa Ana, Cal. (III-B)	DA-1,000
WRDW	Augusta, Ga. (III-A)	DA-N-5,000
WTHI	Terre Haute, Ind. (III-B)	DA-1,000
†WRSW	Warsaw, Ind. (III)	DA-500
KANS	Wichita, Kan. (III-B)	LS-5,000 DA-U-N-1,000
WSAR	Fall River, Mass. (III-A)	DA-5,000
KAUS	Austin, Minn. (III-B)	DA-1,000
KGCX	Sidney, Mont. (III-A)	DA-5,000
KLMS	Lincoln, Neb. (III-B)	DA-1,000
WLEA	Hornell, N. Y. (III)	D-1,000
WHOM	New York, N. Y. (III-A)	DA-5,000
WHBC	Canton, O. (III-A)	DA-N-5,000
WISL	Shamokin, Pa. (III-B)	DA-N-1,000
†WFAK	Memphis, Tenn. (III)	D-1,000
KLVL	Pasadena, Tex.	D-1,000
WBBL	Richmond, Va. (III)	SH-DA-5,000
WLEE	Richmond, Va. (III-A)	DA-5,000
WISC	Madison, Wis. (III-B)	DA-1,000

1490 KC. LOCAL

Call Letters	City	Power in Watts
WILD	Birmingham, Ala. (IV) (CP for 850 kc)	250
WHBS	Huntsville, Ala. (IV)	250
WRLD	Lanett, Ala. (IV)	250
WHBB	Selma, Ala. (IV)	250
WTBF	Troy, Ala. (IV)	250
KYCA	Prescott, Ariz. (IV)	250
KTKT	Tucson, Ariz. (IV)	250
KXAR	Hope, Ark. (IV)	250
KDRS	Paragould, Ark. (IV)	250
KOTN	Pine Bluff, Ark. (IV)	250
KXRJ	Russellville, Ark. (IV)	250
KDIA	Auburn, Cal. (IV)	250
KPAS	Banning, Cal. (IV)	250
†KBLA	Burbank, Cal. (IV)	250
KICO	Calexico, Cal. (IV)	250
KAFP	Petaluma, Cal. (IV)	250
KBLF	Red Bluff, Cal. (IV)	250
KDB	Santa Barbara, Cal. (IV)	250
KSYC	Yreka, Cal. (IV)	250
KBOL	Boulder, Colo. (IV)	250
WNLC	New London, Conn. (IV)	250
WTOR	Torrington, Conn. (IV)	250
WDHL	Bradenton, Fla. (IV)	250
WTTT	Coral Gables, Fla. (IV)	250
WJBS	Deland, Fla. (IV)	250
WEAT	Lake Worth, Fla. (IV)	250
WSIR	Winter Haven, Fla. (IV)	250
WMGR	Bainbridge, Ga. (IV)	250
WMOG	Brunswick, Ga. (IV)	250
WMJM	Cordele, Ga. (IV)	250
WMOC	Covington, Ga. (IV)	250
WWNS	Statesboro, Ga. (IV)	250
†KBLI	Blackfoot, Ida. (IV)	250
KCID	Caldwell, Ida. (IV)	250
WKRO	Cairo, Ill. (IV)	250
WDAN	Danville, Ill. (IV)	250
WTMV	E. St. Louis, Ill. (IV)	250
WOPA	Oak Park, Ill. (IV)	250
WKBV	Richmond, Ind. (IV)	250
WHOT	South Bend, Ind. (IV)	250
KBUR	Burlington, Iowa (IV)	250
WKBB	Dubuque, Iowa (IV)	250
KRIB	Mason City, Iowa (IV)	250
KTOP	Topeka, Kan. (IV)	250
WCPM	Cumberland, Ky. (IV)	250
WFKY	Frankfort, Ky. (IV)	250
WKAY	Glasgow, Ky. (IV)	250
WOMI	Owensboro, Ky. (IV)	250
WSIP	Paintsville, Ky. (IV)	250
WIKC	Bogalusa, La. (IV)	250
KCIL	Houma, La. (IV)	250
KRUS	Ruston, La. (IV)	250
WPOR	Portland, Me. (IV)	250
WTVL	Waterville, Me. (IV)	250
WCUM	Cumberland, Md. (IV)	250
WARK	Hagerstown, Md. (IV)	250
WHOB	Gardner, Mass. (IV)	250
WHAV	Haverhill, Mass. (IV)	250
WBEC	Pittsfield, Mass. (IV)	250
WTXL	W. Springfield, Mass. (IV)	250
WJBK	Detroit, Mich. (IV)	250
†WGHN	Grand Haven, Mich. (IV)	250
WMDN	Midland, Mich. (IV)	250
KXRA	Alexandria, Minn. (IV)	250
KBZY	Grand Rapids, Minn. (IV)	250
WLOX	Biloxi, Miss. (IV)	250
WCLD	Cleveland, Miss. (IV)	250
WLAU	Laurel, Miss. (IV)	250
WHOC	Philadelphia, Miss. (IV)	250
WELO	Tupelo, Miss. (IV)	250
WVIM	Vicksburg, Miss. (IV)	250
KDMO	Carthage, Mo. (IV)	250
KTTR	Rolla, Mo. (IV)	250
KDRO	Sedalia, Mo. (IV)	250
KBOW	Butte, Mont. (IV)	250
KCNI	Broken Bow, Neb. (IV)	250
KBON	Omaha, Neb. (IV)	250
KWRN	Reno, Nev. (IV)	250
KWEW	Hobbs, N. M. (IV)	250
KRSN	Los Alamos, N. M. (IV)	250
KRTN	Raton, N. M. (IV)	250
WCSS	Amsterdam, N. Y. (IV)	250
WBTA	Batavia, N. Y. (IV)	250
WINR	Binghamton, N. Y. (IV) (CP for 680 kc)	250
WKNY	Kingston, N. Y. (IV)	250
WICY	Malone, N. Y. (IV)	250
WOLF	Syracuse, N. Y. (IV)	250
WSSB	Durham, N. C. (IV)	250
WFLB	Fayetteville, N. C. (IV)	250
WLOE	Leaksville, N. C. (IV)	250
WMNC	Morganton, N. C. (IV)	250
WSTP	Salisbury, N. C. (IV)	250
KOVC	Valley City, N. D. (IV)	250
WBEX	Chillicothe, O. (IV)	250
WSRS	Cleveland Hts., O. (IV)	250
WOHI	East Liverpool, O. (IV)	250
WMOA	Marietta, O. (IV)	250
WMRN	Marion, O. (IV)	250
KBIX	Muskogee, Okla. (IV)	250
KBKR	Baker, Ore. (IV)	250
KRNR	Roseburg, Ore. (IV)	250
KOCO	Salem, Ore. (IV)	250
WESB	Bradford, Pa. (IV)	250
WAZL	Hazelton, Pa. (IV)	250
WARD	Johnstown, Pa. (IV)	250
WGAL	Lancaster, Pa. (IV)	250
WMRF	Lewistown, Pa. (IV)	250
WMGW	Meadville, Pa. (IV)	250
WBUD	Morrisville, Pa. (IV) (CP for 1260 kc)	250
WGCD	Chester, S. C. (IV)	250
WLAT	Conway, S. C. (IV)	250
WAKE	Greenville, S. C. (IV)	250
WALD	Walterboro, S. C. (IV)	250
KORN	Mitchell, S. D. (IV)	250
WOPI	Bristol, Tenn. (IV)	250
WDXB	Chattanooga, Tenn. (IV)	250
WPLI	Jackson, Tenn. (IV)	250
WJJM	Lewisburg, Tenn. (IV)	250
WATO	Oak Ridge, Tenn. (IV)	250
KNOW	Austin, Tex. (IV)	250
KIBL	Beeville, Tex. (IV)	250
KBST	Big Spring, Tex. (IV)	250
KHUZ	Borger, Tex. (IV)	250
KNEL	Brady, Tex. (IV)	250
KVAL	Brownville, Tex. (IV)	250
KSAM	Huntsville, Tex. (IV)	250
†	Laredo, Tex.	250
KVOW	Littlefield, Tex. (IV)	250
KPLT	Paris, Tex. (IV)	250
KGKB	Tyler, Tex. (IV)	250
KVWC	Vernon, Tex. (IV)	250
KVOG	Ogden, Utah (IV)	250
WBLT	Bedford, Va. (IV)	250
WKLV	Blackstone, Va. (IV)	250
WCVA	Culpeper, Va. (IV)	250
WVEC	Hampton, Va. (IV)	250
WAYB	Waynesboro, Va. (IV)	250
KBRO	Bremerton, Wash. (IV)	250
KELS	Kelso, Wash. (IV)	250
KWWB	Walla Walla, Wash. (IV)	250
WGKV	Charleston, W. Va. (IV)	250
WVVW	Fairmont, W. Va. (IV)	250
WLOH	Princeton, W. Va. (IV)	250
WGEZ	Beloit, Wis. (IV)	100
WLCX	La Crosse, Wis. (IV)	250
WIGM	Medford, Wis. (IV)	250
WOSH	Oshkosh, Wis. (IV)	250
KGOS	Torrington, Wyo. (IV)	250
KWOR	Worland, Wyo. (IV)	250
KTOH	Lihue, T. H. (IV)	250
WMDD	Fajardo, P. R. (IV)	250

1500 KC. CLEAR

Call Letters	City	Power in Watts
KXRX	San Jose, Cal. (II)	DA-1,000

(Continued on page 434)

AM Stations by Frequencies

(Continued from page 433)

Call Letters	City	Power in Watts
WTOP	Washington, D. C. (I-B)	DA-50,000
WABJ	Adrian, Mich. (II)	D-250
KSTP	St. Paul, Minn. (I-B)	DA-50,000
KTAN	Sherman, Tex. (II)	D-250
	1510 KC. CLEAR	
KOCS	Ontario, Cal. (II)	D-250
KTIM	San Rafael, Cal. (II)	D-1,000
WKAI	Macomb, Ill. (II)	D-250
WMEX	Boston, Mass. (II)	DA-5,000
WMRP	Flint, Mich. (II)	D-250
KIMO	Independence, Mo. (II)	D-1,000
WLAC	Nashville, Tenn. (I-B)	DA-N-50,000
KCTX	Childress, Tex. (II)	D-250
KSTV	Stephenville, Tex. (II)	D-250
KGA	Spokane, Wash. (I-B)	DA-N-50,000
WAUX	Waukesha, Wis. (II)	D-250
	1520 KC. CLEAR	
WHOW	Clinton, Ill. (II)	D-1,000
KSIB	Creston, Ia. (II)	D-1,000
WKBW	Buffalo, N. Y. (I-B)	DA-50,000
WKBS	Oyster Bay, L. I., N. Y. (II)	D-250
KOMA	Oklahoma City (I-B)	DA-N-50,000
WWWW	Rio Piedras, P. R. (II)	250
	1530 KC. CLEAR	
KFBK	Sacramento, Cal. (I-B)	DA-50,000
WCKY	Cincinnati, O. (I-B)	DA-N-50,000
KSOX	Harlingen, Tex. (II)	LS-50,000 DA-U-N-10,000
	1540 KC. (Bahama Island) CLEAR	
†KPOL	Los Angeles, Cal. (II)	D-5,000
WKXY	Sarasota, Fla. (II)	D-1,000
WSMI	Litchfield, Ill. (II)	D-1,000
WBNL	Boonville, Ind.	D-250
WLOI	La Porte, Ind. (II)	D-250
KXEL	Waterloo, Ia. (II)	DA-N-50,000
KNEX	McPherson, Kan. (II)	D-250
KLKC	Parsons, Kan. (II)	D-250
WHIL	Medford, Mass. (II)	D-250
WLEW	Bad Axe, Mich. (II)	D-250
†KSID	Sidney, Neb. (II)	D-250
WPTR	Albany, N. Y. (II)	DA-50,000
WIFM	Elkin, N. C. (II)	D-250
WATH	Athens, O. (II)	D-1,000
WJMO	Cleveland, O. (II)	D-1,000
WJMJ	Philadelphia, Pa. (II)	D-1,000
WRJM	Newport, R. I. (II)	D-1,000
KCUL	Fort Worth, Tex. (II)	LS-5,000 DA-U-N-1,000
KGBC	Galveston, Tex, (II)	LS-1,000 DA-N-250
KIWW	San Antonio, Tex.	D-250
KGIB	Bremerton, Wash. (II)	D-1,000
WTKM	Hartford, Wis. (II)	D-500
	1550 KC. (Mexican) CLEAR	
KEAR	San Mateo, Cal. (II)	DA-N-1,000
KENT	Shreveport, La. (II)	LS-1,000 DA-N-500
KRES	St. Joseph, Mo. (II)	DA-N-5,000
WLOA	Braddock, Pa. (II)	D-1,000
WBSC	Bennettsville, S. C. (II)	LS-10,000 DA-N-5,000
	1560 KC. (Cuban) CLEAR	
KPMC	Bakersfield, Cal. (I-B)	1,000
WBYS	Canton, Ill. (II)	D-250
KSWI	Council Bluffs, Ia. (II)	D-500
WQXR	New York, N. Y. (II)	10,000
WTNS	Coshocton, O. (II)	D-1,000
WTOD	Toledo, O. (II)	D-1,000
KWCO	Chickasha, Okla. (II)	DA-N-250
KHBR	Hillsboro, Tex. (II)	D-250
WENA	Bayamon, P. R. (II)	250
	1570 KC. (Mexican) CLEAR	
KCVR	Lodi, Cal. (II)	D-1,000
WPLA	Plant City, Fla. (II)	D-250
WOKZ	Alton, Ill. (II)	D-1,000
WFRL	Freeport, Ill. (II)	D-1,000
WLRP	New Albany, Ind. (II)	D-1,000
KJFJ	Webster City, Ia. (II)	D-250
KVIM	New Iberia, La. (II)	D-1,000
WPEP	Taunton, Mass. (II)	D-1,000
WFUR	Grand Rapids, Mich. (II)	D-1,000
†WNAC	Siler City, N. C. (II)	D-1,000
WLIO	East Liverpool, O. (II)	D-1,000
WPTW	Piqua, O. (II)	D-250
†WKOV	Wellston, O. (II)	D-250
KTAT	Frederick, Okla. (II)	D-250
KOLS	Pryor, Okla. (II)	D-250
KFGR	Forest Grove, Ore. (II)	D-250
WBUX	Doylestown, Pa. (II)	D-250
WJET	Erie, Pa. (II)	D-250
WAKU	Latrobe, Pa. (II)	D-250
WFGN	Gaffney, S. C. (II)	D-250
KIVY	Crockett, Tex. (II)	D-250
KTER	Terrell, Tex. (II)	D-250
	1580 KC. (Canadian) CLEAR	
WATM	Atmore, Ala. (II)	D-250
KOWL	Santa Monica, Cal. (II)	D-5,000
WBRD	Ft. Lauderdale, Fla. (II)	D-250
WAVA	Ava, Ill. (II)	D-250
WKID	Urbana, Ill. (II)	D-250
WCNB	Connersville, Ind. (II)	D-250
WJVA	South Bend, Ind. (II)	D-250
KCHA	Charles City, Ia. (II)	D-250
WPKY	Princeton, Ky. (II)	D-250
KLOU	Lake Charles, La. (II)	DA-1,000
WFGM	Fitchburg, Mass. (II)	D-1,000
WGLC	Centreville, Miss. (II)	D-250
WPMP	Pascagoula, Miss. (II)	D-250
WPAC	Patchogue, N. Y. (II)	D-250
WVKO	Columbus, O. (II)	DA-D-1,000
WBUT	Butler, Pa. (II)	D-500
KGAF	Gainesville, Tex. (II)	D-250
KWED	Seguin, Tex. (II)	D-1,000
KEVA	Shamrock, Tex. (II)	D-250
WTTN	Watertown, Wis.	D-250
	1590 KC. REGIONAL	
KSJO	San Jose, Cal. (III-B)	LS-1,000 DA-N-500
KVVC	Ventura, Cal. (III-B)	DA-1,000
WBRY	Waterbury, Conn. (III-A)	DA-5,000
WEBK	Tampa, Fla.	D-1,000
WALB	Albany, Ga. (III-A)	DA-N-1,000
WNMP	Evanston, Ill. (III)	D-1,000
WWXL	Peoria, Ill. (III-B)	DA-1,000
WXLW	Indianapolis, Ind. (III)	D-1,000
KWBG	Boone, Ia.	LS-1,000 DA-N-500
KVGB	Great Bend, Kan. (III-A)	DA-N-5,000
KPRS	Olathe, Kan. (III)	D-1,000
WTVB	Coldwater, Mich. (III)	D-1,000
WSDC	Marine City, Mich. (III)	DA-D-1,000
WCOW	S. St. Paul, Minn.	D-5,000
WGTC	Greenville, N. C. (III)	LS-5,000 DA-N-1,000
WAKR	Akron, O. (III-A)	DA-N-5,000
KTIL	Tillamook, Ore. (IV)	250
WPWA	Chester, Pa. (III)	DA-N-1,000
WACA	Camden, S. C. (III)	D-1,000
KATL	Houston, Tex. (III-A)	DA-N-5,000
KCBD	Lubbock, Tex. (III-B)	DA-1,000
WTRW	Two Rivers, Wis. (III)	D-500
WXRF	Guayama, P. R. (III-A)	1,000
	1600 KC. REGIONAL	
WAPX	Montgomery, Ala. (III-A)	DA-N-1,000
KGST	Fresno, Cal. (III)	D-1,000
KPMO	Pomona, Cal. (III-B)	500
KUBA	Yuba City, Cal. (III-B)	LS-1,000 DA-N-500
WKWF	Key West, Fla. (III-B)	500
KCRG	Cedar Rapids, Ia. (III-A)	DA-N-5,000
WINX	Rockville, Md. (III)	D-1,000
WVOM	Brookline, Mass. (III-A)	DA-5,000
WJKO	Springfield, Mass. (III)	DA-D-5,000
WHRV	Ann Arbor, Mich. (III-A)	DA-1,000
WKNK	Muskegon, Mich. (III-B)	LS-5,000 DA-N-1,000 *DA-N-5,000
WWRL	Woodside, N. Y. (III-A)	DA-5,000
WGIV	Charlotte, N. C. (III)	D-1,000
WFRC	Reidsville, N. C. (III-A)	DA-N-1,000
WJEL	Springfield, O. (III)	D-500
†KWHP	Cushing, Okla. (III)	D-500
KASH	Eugene, Ore. (III-B)	DA-N-1,000
KBOR	Brownsville, Tex. (III)	DA-1,000
KCFH	Cuero, Tex. (III)	D-500
KMAE	McKinney, Tex. (III)	D-1,000
KOGT	Orange, Tex. (III-B)	DA-N-1,000
WHLL	Wheeling, W. Va. (III)	D-5,000

** Construction permit for new station.*
N—Night power.

D—Day power.
DA—Directional antenna.

DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1952

Call Letters	Location	Power in Watts
	540 KILOCYCLES	
CBK	Watrous, Sask.	50,000
	550 KILOCYCLES	
CFNB	Fredericton, N. B.	5,000-DA-N
CHLN	Three Rivers, Que.	1,000-DA-2
CKPG	Prince George, B. C.	250
	560 KILOCYCLES	
CJKL	Kirkland Lake, Ont.	5,000-DA-N
CFRA	Ottawa, Ont.	1,000-DA-2
	580 KILOCYCLES	
CJFX	Antigonish, N. S. (DA)	5,000
CKUA	Edmonton, Alta.	1,000
CKPR	Fort William, Ont.	1,000
CKEY	Toronto, Ont. (DA)	5,000-D 1,000-N-DA-2
CKY	Winnipeg, Man.	5,000-DA
*......	Timmins, Ont.	1,000-DA-N
	590 KILOCYCLES	
CFAR	Flin Flon, Man.	1,000
VOCM	St. John's, Nfld.	1,000
	600 KILOCYCLES	
CJOR	Vancouver, B. C. (DA)	5,000
CFQC	Saskatoon, Sask.	5,000-DA-N
CFCF	Montreal, Que.	5,000-DA
CFCH	North Bay, Ont.	1,000-DA
	610 KILOCYCLES	
CJAT	Trail, B. C.	1,000
CHNC	New Carlisle, Que.	5,000-DA
	620 KILOCYCLES	
CKCK	Regina, Sask.	5,000-DA-N
CKTB	St. Catherines, Ont.	1,000-DA
	630 KILOCYCLES	
CFCY	Charlottetown, P. E. I.	5,000-DA-N
CFCO	Chatham, Ont.	1,000-DA
CKOV	Kelowna, B. C.	1,000
CKRC	Winnipeg, Man.	5,000-DA-N
	640 KILOCYCLES	
CBN	St. John's, Nfld.	10,000
	680 KILOCYCLES	
CKGB	Timmins, Ont.	5,000-DA-N
CHLO	St. Thomas, Ont.	1,000-DA
CHFA	Edmonton, Alta.	5,000-DA
	690 KILOCYCLES	
CBF	Montreal, Que.	50,000
	700 KILOCYCLES	
VOWR	St. John's, Nfld.	500
	710 KILOCYCLES	
CKVM	Ville Marie, Que.	1,000-DA-N
	730 KILOCYCLES	
CKAC	Montreal, Que.	10,000-D 5,000-N
	740 KILOCYCLES	
CBL	Toronto, Ont.	50,000
	790 KILOCYCLES	
CKSO	Sudbury, Ont.	5,000-DA-N
CBY	Corner Brook, Nfld.	1,000
	800 KILOCYCLES	
CJAD	Montreal, Que.	5,000-DA
CHAB	Moose Jaw, Sask.	5,000-DA
CKLW	Windsor, Ont.	50,000-DA-2
CHRC	Quebec, Que.	5,000-DA
CKOK	Penticton, B. C.	1000-D 500-N
CKFI	Fort Frances, Ont.	1,000-DA 500-N
	860 KILOCYCLES	
CJBC	Toronto, Ont.	50,000
	900 KILOCYCLES	
CJVI	Victoria, B. C.	1,000-DA
CJBR	Rimouski, Que.	5,000-DA-N
CHML	Hamilton, Ont.	5,000-DA-N
CKBI	Prince Albert, Sask.	5,000-DA-2
CHLT	Sherbrooke, Que.	1,000-DA-N
	910 KILOCYCLES	
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
	920 KILOCYCLES	
CJCH	Halifax, N. S.	5,000-DA
CKNX	Wingham, Ont.	1,000-DA-N
	930 KILOCYCLES	
CJCA	Edmonton, Alta.	5,000-DA-N
CFBC	St. John, N. B.	5,000-DA
CJON	St. John's, Nfld.	5,000-DA-N
	940 KILOCYCLES	
CBM	Montreal, Que.	50,000
CJGX	Yorktown, Sask.	1,000
CJIB	Vernon, B. C.	1,000
	950 KILOCYCLES	
CKNB	Campbellton, N. B. (DA)	1,000
	960 KILOCYCLES	
CFAC	Calgary, Alta.	5,000-DA-N
CHNS	Halifax, N. S.	5,000-DA-N
CKWS	Kingston, Ont. (DA)	5,000
	970 KILOCYCLES	
CKCH	Hull, Que.	1,000-DA
	980 KILOCYCLES	
CKRM	Regina, Sask.	5,000-DA-N
CBV	Quebec, Que.	1,000
CKWX	Vancouver, B. C.	5,000-DA
CKVL	Verdun, Que.	1,000-DA
CFPL	London, Ont.	5,000-DA-2
	990 KILOCYCLES	
CBW	Winnipeg, Man.	50,000
	1000 KILOCYCLES	
CKBW	Bridgewater, N. S.	1,000-DA-N
	1010 KILOCYCLES	
CBX	Edmonton, Alta.	50,000-DA
CFRB	Toronto, Ont.	50,000-DA-2
	1050 KILOCYCLES	
CHUM	Toronto, Ont.	1,000-D
CFGP	Grande Prairie, Alta.	1,000
	1060 KILOCYCLES	
CFCN	Calgary, Alta.	10,000-DA-N
	1070 KILOCYCLES	
CBA	Sackville, N. B.	50,000
CHOK	Sarnia, Ont.	5,000-D 1,000-N-DA
	1130 KILOCYCLES	
CBR	Vancouver, B. C.	5,000
	1140 KILOCYCLES	
CKXL	Calgary, Alta.	1,000-DA-N
	1150 KILOCYCLES	
CKX	Brandon, Man.	1,000
CKOC	Hamilton, Ont.	5,000-DA
CHSJ	St. John, N. B.	5,000-DA-N
	1170 KILOCYCLES	
CHBD	Saskatoon, Sask.	1,000
	1220 KILOCYCLES	
CJRL	Kenora, Ont.	1,000
CKCW	Moncton, N. B.	5,000-DA-N
CJOC	Lethbridge, Alta.	5,000-DA-N
*......	Shawinigan Falls, Que.	1,000
	1230 KILOCYCLES	
CFPA	Port Arthur, Ont.	250
CHWK	Chilliwack, B.C.	250
CKDM	Dauphin, Man.	250
CKVD	Val d'Or, Que.	250
CKSF	Cornwall, Ont.	250
CJBQ	Belleville, Ont.	250
CJEM	Edmundston, N. B.	250
CKBB	Barrie, Ont.	250
CKLD	Thetford Mines, Que.	250
CKRD	Red Deer, Alta.	250
VOAR	St. John's, Nfld.	100
	1240 KILOCYCLES	
CKRS	Jonquiere, Que.	250
CKLB	Oshawa, Ont.	250
CKLN	Nelson, B. C.	250
CFPR	Prince Rupert, B. C.	250
CJCS	Stratford, Ont.	250
CKTS	Sherbrooke, Que.	250
CJAV	Port Alberni, B. C.	250
CJRW	Summerside, P. E. I.	250
CKLS	La Sarre, Que.	250
	1250 KILOCYCLES	
CKSB	St. Boniface, Man. (DA)	1,000
CKBL	Matane, Que.	1,000-DA-1
	1260 KILOCYCLES	
CFRN	Edmonton, Alta.	5,000
	1270 KILOCYCLES	
CJCB	Sydney, N. S.	5,000-D 1,000-N
CHAT	Medicine Hat, Alta.	1,000-DA
	1280 KILOCYCLES	
CKCV	Quebec, Que.	1,000-DA-N
	1310 KILOCYCLES	
CKOY	Ottawa, Ont.	5,000-D 1,000-DA-N
	1320 KILOCYCLES	
CKNW	New Westminister, B. C.	1,000-DA-N
CJSO	Sorel, Que.	1,000-DA-N
	1330 KILOCYCLES	
CBH	Halifax, N. S.	100
	1340 KILOCYCLES	
CHAD	Amos, Que.	250
CJLS	Yarmouth, N. S.	250
CJOB	Winnipeg, Man.	250
CKOX	Woodstock, Ont.	250
CKMR	Newcastle, N. B.	250
CHRL	Roberval, Que.	250
CJNT	Quebec, Que.	250
CKDA	Victoria, B. C.	250
CKOM	Saskatoon, Sask.	250
	1350 KILOCYCLES	
CHGB	St. Anne de la Pocatiere, Que.	1,000-D 250-N
CHOV	Pembroke, Ont.	1,000-DA
CJDC	Dawson Creek, B. C.	1,000
CBT	Grand Falls, Nfld.	1,000
	1380 KILOCYCLES	
CKPC	Brantford, Ont.	1,000-DA-N
CFDA	Victoriaville, Que.	1,000-DA-N
	1400 KILOCYCLES	
CKCL	Truro, N. S.	250
CKRN	Rouyn, Que.	250
CJFP	Riviere du Loup, Que.	250
CKFH	Toronto, Ont.	250
	1410 KILOCYCLES	
CKMO	Vancouver, B. C.	1,000
CHLP	Montreal, Que.	1,000-DA
	1430 KILOCYCLES	
CHEX	Peterborough, Ont.	1,000-DA
	1440 KILOCYCLES	
CHNO	Sudbury, Ont.	1,000-DA
	1450 KILOCYCLES	
CFJR	Brockville, Ont.	250
CHEF	Granby, Que.	250
CFAB	Windsor, N. S.	250
CFOR	Orillia, Ont.	250
CJOY	Guelph, Ont.	250
CBG	Gander, Nfld.	250
	1460 KILOCYCLES	
CJNB	North Battleford, Sask.	1,000
	1470 KILOCYCLES	
CFOS	Owen Sound, Ont.	1,000-DA-N
	1490 KILOCYCLES	
CKCR	Kitchener, Ont.	250
CFRC	Kingston, Ont.	100
CJIC	Sault Ste. Marie, Ont.	250
CKEN	Kentville, N. S.	250
CFHR	Hay River, NWT.	100
	1550 KILOCYCLES	
CBE	Windsor, Ont.	10,000-DA
	1570 KILOCYCLES	
CBI	Sydney, N. S.	1,000
CHUB	Nanaimo, B. C.	1,000
	1580 KILOCYCLES	
CBJ	Chicoutimi, Que.	10,000-DA
	1600 KILOCYCLES	
CHVC	Niagara Falls, Ont.	5,000-D 1,000-DA-N

DIRECTORY OF AM BROADCASTING STATIONS BY CALL LETTERS

** Construction permit for power or frequency change* *† Construction permit for new station* *‡ Special service authorization*

Call Letters	City	Frequency in KC	Power in Watts
KAAA	Red Wing, Minn.	1250	D-1,000
KABC	San Antonio, Tex.	680	LS-50,000 N-10,000
†KABI	Ketchikan, Alaska	580	LS-1,000 N-500
†KABR	Aberdeen, S. D.	1220	D-250
†KACE	Dallas, Tex.	740	LS-10,000 N-5,000
KADA	Ada, Okla.	1230	250
KAFP	Petaluma, Cal.	1490	250
KAFY	Bakersfield, Cal.	550	1,000
KAGH	Crossett, Ark.	1240	100
KAHU	Waipahu, T. H.	920	1,000
KAKC	Tulsa, Okla.	970	LS-1,000 N-500
KAKE	Wichita, Kans.	1240	250
KALA	Sitka, Alaska	1400	250
KALB	Alexandria, La.	580	LS-5,000 N-1,000
KALE	Richland, Wash.	900 *960	D-1,000 *1,000
KALG	Alamogordo, N. M.	1230	250
KALI	Pasadena, Cal.	1430	D-1,000
KALL	Salt Lake City, Utah	910	1,000
†KALM	Alton, Mo.	1290	D-1,000
KALT	Atlanta, Tex.	900	D-1,000
KAMD	Camden, Ark.	1450	250
KAMQ	Amarillo, Tex.	1010	LS-1,000 N-500
KANA	Anaconda, Mont.	1230	250
KAND	Corsicana, Tex.	1340	250
KANE	New Iberia, La.	1240	250
KANS	Wichita, Kans.	1480	LS-5,000 N-1,000
KAOK	Lake Charles, La.	1400	250
KAPA	Raymond, Wash.	1340	250
†KAPK	Minden, La.	1240	100
KARE	Atchison, Kan.	1470	1,000
KARK	Little Rock, Ark.	920	5,000
KARM	Fresno, Cal.	1430	5,000
KASA	Elk City, Okla.	1240	250
KASH	Eugene, Ore.	1600	1,000
KASI	Ames, Ia.	1430	D-1,000
KASM	Albany, Minn.	1150	D-500
KAST	Astoria, Ore.	1370	1,000
KATE	Albert Lea, Minn.	1450	250
KATL	Houston, Tex.	1590	5,000
KATO	Reno, Nev.	1340	250
KATY	San Luis Obispo, Cal.	1340	250
KAUS	Austin, Minn.	1480	1,000
KAVE	Carlsbad, N. M.	1240	250
KAVL	Lancaster, Cal.	1340	250
KAWT	Douglas, Ariz.	1450	250
KAYL	Storm Lake, Ia.	990	D-250
KAYS	Hays, Kans.	1400	250
†KBIG	Santa Catalina, Cal.	740	D-10,000
KBIO	Burley, Idaho	1230	250
KBIS	Bakersfield, Cal.	970	1,000
KBIX	Muskogee, Okla.	1490	250
KBIZ	Ottumwa, Ia.	1240	250
KBKH	Pullman, Wash.	1150	D-1,000
KBKI	Alice, Tex.	1070	1,000
KBKO	Portland, Ore.	1290	D-1,000
KBKR	Baker, Ore.	1490	250
KBKW	Aberdeen, Wash.	1450	250
†KBLA	Burbank, Cal.	1490	250
KBLF	Red Bluff, Cal.	1490	250
KBLI	Blackfoot, Idaho	1490	250
KBMN	Bozeman, Mont.	1230	250
KBMW	Breckenridge, Minn.	1450	250
KBMX	Coalinga, Cal.	1470	D-500
KBMY	Billings, Mont.	1240	250
KBND	Bend, Ore.	1110	1,000
KBNZ	Lajunta, Colo.	1400	250
KBOA	Kennett, Mo.	830	D-1,000
KBOE	Oskaloosa, Ia.	740	D-250
KBOK	Waterloo, Ia.	1090	D-1,000
KBOL	Boulder, Colo.	1490	250
KBON	Omaha, Neb.	1490	250
KBOP	Pleasanton, Tex.	1380	D-1,000
KBOR	Brownsville, Tex.	1600	1,000
KBOW	Butte, Mont.	1490	250
KBOX	Modesto, Cal.	970	1,000
KBPS	Portland, Ore.	1450	SH-250
KBRC	Mt. Vernon, Wash.	1430	500
KBRL	McCook, Neb.	1450	250
KBRO	Bremerton, Wash.	1490	250
KBRS	Springdale, Ark.	1340	250
KBST	Big Spring, Tex.	1490	250
KBTA	Batesville, Ark.	1340	250
KBTM	Jonesboro, Ark.	1230	250
KBUC	Corona, Cal.	1370	500
KBUD	Athens, Tex.	1410	D-250
KBUH	Brigham City, Utah	800	D-250
KBUN	Bemidji, Minn.	1450	250
KBUR	Burlington, Ia.	1490	250
KBWD	Brownwood, Tex.	1380	LS-1,000 N-500
KBYE	Okla. City, Okla.	890	D-1,000
KBYR	Anchorage, Alaska	1240	250
KBZY	Grand Rapids, Minn.	1490	250
KCAP	Helena, Mont.	1340	250
†KCAR	Clarksville, Tex.	1350	D-500
KCBC	Des Moines, Ia.	1390	1,000
KCBD	Lubbock, Tex.	1590	1,000
KCBQ	San Diego, Cal.	1170	LS-5,000 N-1,000
KCBS	San Francisco, Cal.	740	50,000
KCFH	Cuero, Tex.	1600	D-500
KCHA	Charles City, Ia.	1580	D-250
KCHI	Chillicothe, Mo.	1010	D-250
KCHJ	Delano, Cal.	1010	D-1,000
KCHS	Truth or Consequences, N. M.	1400	250
KCID	Caldwell, Idaho	1490	250
KCIJ	Shreveport, La.	980	D-5,000
KCIL	Houma, La.	1490	250
KCIM	Carroll, Ia.	1380	1,000
KCJB	Minot, N. D.	910	1,000
KCKN	Kansas City, Kans.	1340	250
KCKY	Coolidge, Ariz.	1150	1,000
KCLA	Pine Bluff, Ark.	1400	250
KCLE	Cleburne, Tex.	1120	D-250
KCLF	Clifton, Ariz.	1400	250
KCLO	Leavenworth, Kans.	1410	D-500
KCLS	Flagstaff, Ariz.	1340	250
†KCLV	Clovis, N. M.	1240	100
KCLW	Hamilton, Tex.	900	D-250
KCLX	Colfax, Wash.	1450	250
KCMC	Texarkana, Tex.	1230	250
KCMJ	Palm Springs, Cal.	1340	250
KCMO	Kansas City, Mo.	810	LS-50,000 N-10,000
KCNA	Tucson, Ariz.	580	LS-5,000 N-500
KCNC	Fort Worth, Tex.	870	D-250
KCNI	Broken Bow, Nebr.	1490	250
KCNO	Alturas, Cal.	570	D-1,000
KCNY	San Marcos, Tex.	1470	D-250
KCOG	Centerville, Ia.	1400	100
KCOH	Houston, Tex.	1430	D-1,000
KCOK	Tulare, Cal.	1270	1,000
KCOL	Ft. Collins, Colo.	1410	1,000
KCOM	Sioux City, Ia.	620	1,000
KCON	Conway, Ark.	1230	250
KCOR	San Antonio, Tex.	1350	LS-5,000 N-1,000
KCOW	Alliance, Neb.	1400	250
KCOY	Santa Maria, Cal.	1400	250
KCRA	Sacramento, Cal.	1320	LS-5,000 N-1,000
KCRC	Enid, Okla.	1390	1,000
KCRE	Crescent City, Cal.	1400	250
KCRG	Cedar Rapids, Ia.	1600	5,000
KCRS	Midland, Tex.	550	LS-5,000 N-1,000
KCRT	Trinidad, Colo.	1240	250
KCRV	Caruthersville, Mo.	1370	D-1,000
KCSB	San Bernardino, Cal.	1350	500
KCSJ	Pueblo, Colo.	590	1,000
KCSU	Provo, Utah	1400	250
KCTI	Gonzales, Tex.	1450	250
KCTX	Childress, Tex.	1510	D-250
KCUL	Ft. Worth, Tex.	1540	LS-5,000 N-1,000
KCVR	Lodi, Cal.	1570	D-1,000
KDAC	Fort Bragg, Cal.	1230	250
KDAL	Duluth, Minn.	610	5,000
KDAS	Malvern, Ark.	1420	D-1,000
KDB	Santa Barbara, Cal.	1490	250
KDDD	Dumas, Tex.	800	D-250
KDEC	Decorah, Ia.	1240	SH-250
†KDEF	Albuquerque, N. M.	1280	D-1,000
KDET	Center, Tex.	930	D-1,000
KDHL	Faribault, Minn.	920	1,000
KDIA	Auburn, Cal.	1490	250
KDIX	Dickinson, N. D.	1230	250
KDKA	Pittsburgh, Pa.	1020	50,000
KDKD	Clinton, Mo.	1280	D-1,000
KDLA	DeRidder, La.	1010	D-1,000
KDLK	Del Rio, Tex.	1230	250
KDLM	Detroit Lakes, Minn.	1360	D-1,000
KDLR	Devils Lake, N. D.	1240	250
†KDMA	Montevideo, Minn.	1450	100
KDMO	Carthage, Mo.	1490	250
KDMS	El Dorado, Ark.	1290	D-1,000
KDNT	Denton, Tex.	1450	250
KDON	Santa Cruz, Cal.	1460	5,000
KDRO	Sedalia, Mo.	1490	250
KDRS	Paragould, Ark.	1490	250
KDSH	Boise, Idaho	950	5,000
KDSJ	Deadwood, S. D.	1450 *980	250 *1,000
KDSX	Denison, Tex.	1220 *950	D-1,000 *500
KDTH	Dubuque, Ia.	1370	1,000
KDWT	Stamford, Tex.	1400	250
KDYL	Salt Lake City, Utah	1320	5,000
KDZA	Pueblo, Colo.	1230	250
KEAR	San Mateo, Cal.	1550	1,000
KEBE	Jacksonville, Tex.	1400	250
KECA	Los Angeles, Cal.	790	5,000
KECC	Pittsburg, Cal.	990	1,000
KECK	Odessa, Tex.	920	LS-1,000 N-500
KEEN	San Jose, Cal.	1370	1,000
KELA	Centralia, Wash.	1470	1,000
KELD	El Dorado, Ark.	1400	250
KELK	Elko, Nev.	1240	250
KELO	Sioux Falls, S.D.	1320	5,000
KELP	El Paso, Tex.	920	D-1,000
KELS	Kelso, Wash.	1490	250
KELT	Electra, Tex.	1050	D-250
KELY	Ely, Nev.	1230	250
KENA	Mena, Ark.	1450	250
KENI	Anchorage, Alaska	550	5,000
KENM	Portales, N. M.	1450	250
KENO	Las Vegas, Nev.	1460	1,000
KENT	Shreveport, La.	1550	LS-1,000 N-500
KEPO	El Paso, Tex.	690	5,000 *10,000
KERB	Kermit, Tex.	600	D-1,000
KERG	Eugene, Ore.	1280	1,000
KERN	Bakersfield, Cal.	1410	1,000
KERO	Bakersfield, Cal.	1230	250
KEVA	Shamrock, Tex.	1580	D-250
KEVT	Kerrville, Tex.	1230	250
KEX	Portland, Ore.	1190	50,000
KEXO	Grand Junction, Colo.	1230	250
KEYD	Minneapolis, Minn.	1440	D-5,000
KEYE	Perryton, Tex.	1400	250
KEYS	Corpus Christi, Tex.	1440	LS-1,000 N-500
KEYY	Pocatello, Idaho	1240	250
KFAB	Omaha, Neb.	1110	50,000
KFAC	Los Angeles, Cal.	1330	5,000
KFAL	Fulton, Mo.	900	D-250
KFAM	St. Cloud, Minn.	1450	250
KFAR	Fairbanks, Alaska	610 ‡660	5,000 ‡10,000
KFBB	Great Falls, Mont.	1310	5,000
KFBC	Cheyenne, Wyo.	1240 *710	250 LS-10,000 *N-1,000
KFBI	Wichita, Kans.	1070	LS-10,000 N-1,000
KFBK	Sacramento, Cal.	1530	50,000
KFDA	Amarillo, Tex.	1440	LS-5,000 N-1,000
KFDM	Beaumont, Tex.	560	5,000
KFDR	Grand Coulee, Wash.	1400	250
KFDX	Wichita, Falls, Tex.	990	LS-10,000 N-1,000
KFEL	Denver, Colo.	950	5,000
KFEQ	St. Joseph, Mo.	680	5,000
KFFA	Helena, Ark.	1360	1,000
KFGO	Fargo, N. D.	790	5,000
KFGQ	Boone, Ia.	1260	D-250
KFGR	Forest Grove, Ore.	1570	D-250
KFGT	Fremont, Nebr.	1340	100
KFH	Wichita, Kans.	1330	5,000
KFI	Los Angeles, Cal.	640	50,000
KFIR	North Bend, Ore.	1340	250
KFIZ	Fond du Lac, Wis.	1450	250
KFJB	Marshalltown, Ia.	1230	250
KFJI	Klamath Falls, Ore.	1150	LS-5,000 N-1,000
KFJM	Grank Forks, N. D.	1440	LS-1,000 N-500
KFJZ	Ft. Worth, Tex.	1270	5,000
KFKA	Greeley, Colo.	1310	1,000
KFKU	Lawrence, Kans.	1250	5,000
KFLD	Floydada, Tex.	900	D-250
KFLW	Klamath Falls, Ore.	1450	250
KFMB	San Diego, Cal.	550	1,000
KFMJ	Tulsa, Okla.	1050	D-1,000
KFMO	Flat River, Mo.	1240	250
KFNF	Shenandoah, Ia.	920	LS-1,000 N-500
KFOR	Lincoln, Nebr.	1240	250
KFOX	Long Beach, Cal.	1280	1,000
KFPW	Fort Smith, Ark.	1230	250
KFQD	Anchorage, Alas.	600	5,000
KFRB	Fairbanks, Alas.	1290 *790	5,000
KFRC	S. Francisco, Cal.	610	5,000
KFRD	Rosenberg, Tex.	980	D-1,000
KFRE	Fresno, Cal.	940	50,000
KFRM	Kansas City, Mo.	550	D-5,000
KFRO	Longview, Tex.	1370	1,000
KFRU	Columbia, Mo.	1400	250
KFSA	Ft. Smith, Ark.	950	LS-1,000 N-500
KFSB	Joplin, Mo.	1310	LS-5,000 N-1,000
KFSD	San Diego, Cal.	600	5,000
KFSG	L. Angeles, Cal.	1150	LS-2,500 N-1,000
†KFST	Ft. Stockton, Tex.	860	D-250
KFTM	Ft. Morgan, Colo.	1260	D-500
KFTV	Paris, Tex.	1250	D-500
KFUN	Las Vegas, N. M.	1230	250
KFUO	Clayton, Mo.	850	LS-5,000 L-N-5,000
KFVD	L. Angeles, Cal.	1020	LS-5,000 L-N-5,000
KFVS	Cape Girardeau, Mo.	960	LS-1,000 N-500
KFWB	L. Angeles, Cal.	980	5,000
KFXD	Nampa, Ida.	580	1,000 *5,000
KFXJ	Grand Jct., Colo.	920	LS-1,000 N-500
KFXM	San Bernardino, Cal.	590	1,000
KFYN	Bonham, Tex.	1420	D-250
KFYO	Lubbock, Tex.	1340 *790	250 *LS-5,000 *N-1,000
KFYR	Bismarck, N. D.	550	5,000
KGA	Spokane, Wash.	1510	50,000
†KGAE	Salem, Ore.	1430	D-1,000
KGAF	Gainesville, Tex.	1580	D-250
KGAK	Gallup, N. M.	1230	250
KGAL	Lebannon, Ore.	930	D-1,000
KGAN	Kingman, Ariz.	1230	250
KGAR	Garden City, Kans.	1050	D-1,000
KGB	San Diego, Cal.	1360	1,000
KGBC	Galveston, Tex.	1540	LS-1,000 N-250
KGBS	Harlingen, Tex.	1240	250
KGBX	Springfield, Mo.	1260	5,000
KGCU	Mandan, N. D.	1270	LS-1,000 N-250
KGCX	Sidney, Mont.	1480	5,000
KGDE	Fergus Falls, Minn.	1230 *1250	250 *LS-1,000 *N-500
KGDM	Stockton, Cal.	1140	5,000
KGEK	Sterling, Colo.	1230	D-250
KGEM	Boise, Ida.	1140	10,000
KGER	Long Beach, Cal.	1390	5,000
KGEZ	Kalispell, Mont.	1340 *600	250 *1,000
KGFF	Shawnee, Okla.	1450	250
KGFJ	L. Angeles, Cal.	1230	250
KGFL	Roswell, N. M.	1400	250
KGFW	Kearney, Nebr.	1340	250
KGFX	Pierre, S. D.	630	D-200
KGGF	Coffeyville, Kans.	690	LS-10,000 N-5,000
KGGM	Albuquerque, N. M.	610	5,000
KGHF	Pueblo, Colo.	1350	LS-5,000 N-1 000
KGHI	Little Rock, Ark.	1250	LS-1,000 N-500
KGHL	Billings, Mont.	790	5,000
KGIB	Bremerton, Wash.	1540	D-1,000
KGIL	San Fernando, Cal.	1260	1,000
KGIW	Alamosa, Colo.	1450	250
KGKB	Tyler, Tex.	1490	250
KGKL	San Angelo, Tex.	960	LS-5,000 N-1,000
KGLC	Miami, Okla.	910	1,000
KGLN	Glenwood Springs, Colo.	1340	250
KGLO	Mason City, Ia.	1300	5,000
KGLU	Safford, Ariz.	1480	1,000
KGMB	Honolulu, T. H.	590	5,000
†KGMC	Englewood, Cal.	1220	D-1,000
†KGMO	Cape Girardeau, Mo.	1220	D-250
KGNB	New Braunfels, Tex.	1420	D-1,000
KGNC	Amarillo, Tex.	710	10,000

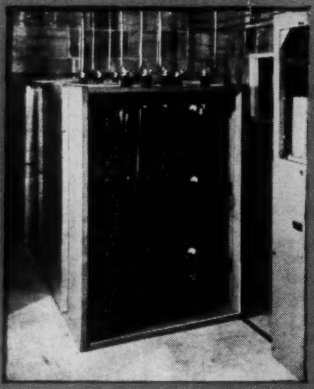
(Continued on page 438)

AGAIN... Westinghouse

offers reliability and economy in its

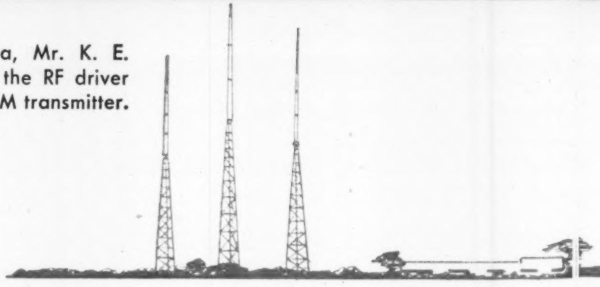
AM broadcast transmitters

In its AM broadcast transmitters, Westinghouse offers you the prime advantages of dependability plus thriftiness. Backed by proven performance, these units show clear, tangible economies! Economies in installation, in maintenance – plus utmost in performance. Westinghouse experience and research combine to offer you:



WDGY's selenium rectifier furnishes 12,500 volts to the 50 KW AM transmitter modulator.

At WDGY, Minneapolis, Minnesota, Mr. K. E. Larson, Transmitter Engineer, trims the RF driver stage of his Westinghouse 50 KW AM transmitter.



RELIABILITY — Selenium rectifiers throughout. Years of user experience show that selenium rectifiers eliminate tube replacements, drastically reduce maintenance, give long life; they are guaranteed for one year.

Thoriated tungsten filaments in all driver and final amplifier tubes. In original installation at KDKA, the power amplifier has operated for 30,900 hours without failure.

Thorough factory testing before shipment assures reliability. Features include protection against antenna system arc-over; spare tube sockets with filament transformers provided for each final amplifier tube.

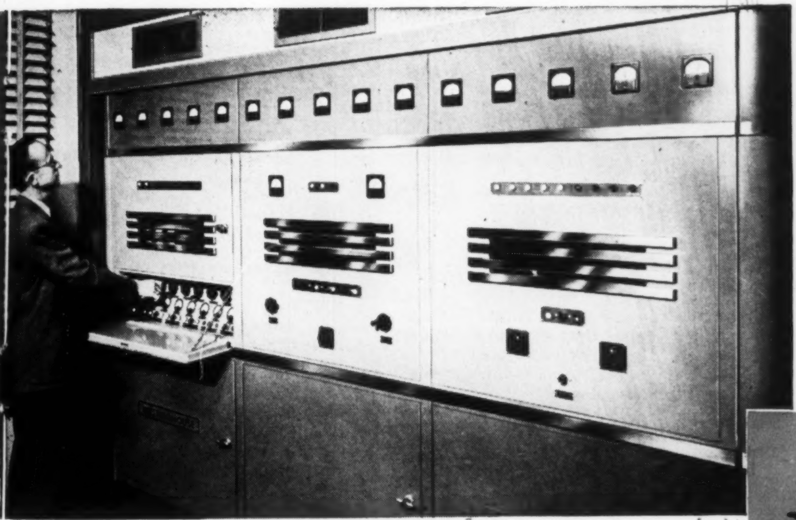
ECONOMY — Installation costs reduced by compact cubicle construction using less floor space, fewer man-hours. Selenium rectifiers use less floor space, simplified wiring, need virtually no maintenance.

Thoriated tungsten filament tubes use less heating power, thus lower power consumption and cost.

Air-cooled transmitters eliminate need for explosion-and-fire-proof vault construction.

Fewer tubes — only 20 in the 50 KW transmitter — reduce cost of spare tube inventory.

* * *



At WFBC, Greenville, S. C., Mr. W. E. Garrison adjusts the bias on the audio driver stage of his 5 KW Westinghouse AM transmitter.

Advantages are the rule with Westinghouse. Flexibility is designed into each unit — increases in power are easily made; converting the 5 KW unit to 10 KW is a matter of adding three tubes. As always, Westinghouse Engineering assures you the very finest in broadcasting equipment.

For fullest details, contact your nearest Westinghouse representative, or write to
Westinghouse Electric Corporation,
Communications Section,
2519 Wilkens Avenue, Baltimore 3, Maryland

YOU CAN BE **SURE**... IF IT'S

Westinghouse

FIRST IN BROADCASTING

J-02236

AM Stations by Call Letters

(Continued from page 435)

Call Letters	City	Frequency in KC	Power in Watts
KGNO	Dodge City, Kan.	1370	LS-1,000 N-250
KGO	S. Francisco, Cal.	810	50,000
KGON	Oregon City, Ore.	1230	250
KGOS	Torrington, Wyo.	1490	250
KGPH	Flagstaff, Ariz.	1230	250
KGRH	Fayetteville, Ark.	1450	250
KGRI	Henderson, Tex.	1000	D-250
†KGRO	Malvern, Ark.	1380	D-1,000
KGST	Fresno, Cal.	1600	D-1,000
KGU	Honolulu, T. H.	760	LS-2,500 L-N-2,500
KGVL	Greenville, Tex.	1400	250
KGVO	Missoula, Mont.	1290	5,000
KGW	Portland, Ore.	620	5,000
KGWA	Enid, Okla.	960	1,000
KGY	Olympia, Wash.	1240	250
KGYN	Guymon, Okla.	1220	D-1,000
KGYW	Vallejo, Cal.	1190	D-250
†KHAD	Delano, Cal.	1340	250
KHAS	Hastings, Neb.	1230	250
KHBC	Hilo, T. H.	970	1,000
KHBG	Okmulgee, Okla.	1240	250
KHBR	Hillsboro, Tex.	1560	D-250
KHIT	Lampasas, Tex.	1450	250
KHJ	L. Angeles, Cal.	930	5,000
KHMO	Hannibal, Mo.	1070	LS-5,000 N-1,000
KHON	Honolulu, T. H.	1380	5,000
KHOZ	Harrison, Ark.	1240	250
KHQ	Spokane, Wash.	590	5,000
KHSL	Chico, Cal.	1290	5,000
KHUB	Watsonville, Cal.	1340	250
KHUM	Eureka, Cal.	1240	250
KHUZ	Borger, Tex.	1490	250
KIBE	Palo Alto, Cal.	1220	D-250
KIBH	Seward, Alaska	1340	250
KIBL	Beeville, Tex.	1490	250
KICA	Clovis, N. M.	980	1,000
KICD	Spencer, Iowa	1240	250
KICK	Springfield, Mo.	1340	250
KICO	Calexico, Cal.	1490	250
KID	Idaho Falls, Ida.	590	LS-5,000 N-1,000
KIDO	Boise, Ida.	630	5,000
KIEM	Eureka, Cal.	1480	5,000
KIEV	Glendale, Cal.	870	D-250
KIFI	Idaho Falls, Ida.	1400	250
KIFN	Phoenix, Ariz.	860	D-250
KIFW	Sitka, Alaska	1230	250
KIHN	Hugo. Okla.	1340	250
KIHO	Sioux Falls, S.D.	1270	1,000
KIHR	Hood River, Ore.	1340	250
KIJV	Huron, S. D.	1340	250
KIKI	Honolulu, T. H.	860	250
KILA	Hilo, T. H.	850	1,000
KILO	Grand Forks, N. D.	1440	LS-1,000 N-500
KIMA	Yakima, Wash.	1460	LS-1,000 N-500
KIMO	Independence, Mo.	1510	D-1,000
KIMP	Mt. Pleasant, Tex.	960	D-1,000
KIND	Independence, Kan.	1010	D-250
KINE	Kingsville, Tex.	1330	D-1,000
KING	Seattle, Wash.	1090	50,000
KINY	Juneau, Alaska	1460	5,000
KIOA	Des Moines, Ia.	940	LS-10,000 N-5,000
KIOX	Bay City, Tex.	1270	1,000
KIPA	Hilo, T. H.	1110	1,000
KIRO	Seattle, Wash.	710	50,000
KIRX	Kirksville, Mo.	1450	250
KISD	Sioux Falls. S. D.	1230	250
KIST	Santa Barbara, Cal.	1340	250
KIT	Yakima, Wash.	1280	LS-5,000 N-1,000
KITE	San Antonio, Tex.	930	D-1,000
KITO	San Bernardino, Cal.	1290	5,000
KIUL	Garden City, Kans.	1240	250
KIUN	Pecos, Tex.	1400	250
KIUP	Durango, Colo.	930	1,000
KIVY	Crockett, Tex.	1570	D-250
†KIWL	Ridgecrest, Cal.	1240	250
KIWW	San Antonio, Tex.	1540	D-250
KIXL	Dallas, Tex.	1040	D-1,000
KIYI	Shelby, Mont.	1230	250
KJAM	Vernal, Utah	1340	250
KJAN	Atlantic, Ia.	1220	D-250
KJAY	Topeka, Kans.	1440	LS-5,000 N-1,000
KJBC	Midland, Tex.	1150	D-1,000
KJBS	S. Francisco, Cal.	1100	LS-1,000 L-N-1,000
KJCF	Festus, Mo.	1010	D-250
KJCK	Junction City, Kans.	1420	D-1,000
KJEF	Jennings, La.	1290	D-500
KJFJ	Webster City, Ia.	1570	D-250
†KJNO	Juneau, Alaska	630	LS-1,000 N-500
KJR	Seattle, Wash.	950	5,000
KJSK	Columbus, Neb.	900	D-1,000
KKIN	Visalia, Cal.	1400	250
KLAC	Los Angeles, Cal.	570	LS-5,000 N-1,000
KLAS	Las Vegas, Nev.	1230	250
KLBM	La Grande, Ore.	1450	250
KLCB	Libby, Mont.	1230	250
KLCN	Blytheville, Ark.	900	D-1,000
KLEE	Houston, Tex.	610	5,000
KLER	Rochester, Minn.	970	LS-500 N-1,000
KLFY	Lafayette, La.	1420	LS-1,000 N-500
KLIC	Monroe, La.	1230	250
KLIF	Dallas, Tex.	1190	LS-5,000 N-1,000
KLIX	Twin Falls, Ida.	1340 *1310	250 *1,000
KLIZ	Brainerd, Minn.	1400	250
KLKC	Parsons, Kan.	1540	D-250
KLMO	Longmont, Colo.	1050	D-250
KLMR	Lamar, Colo.	1340	250
KLMS	Lincoln, Neb.	1480	1,000
KLMX	Clayton, N. M.	1450	250
KLO	Ogden, Utah	1430	5,000
KLOK	San Jose, Cal.	1170	D-5,000 *LS-5,000 *N-1,000
KLOU	Lake Charles, La.	1580	1,000
KLPM	Minot, N. D.	1390	LS-5,000 N-1,000
KLPR	Oklahoma City	1140	D-1,000
KLRA	Little Rock, Ark.	1010	LS-10,000 N-5,000
KLTF	Little Falls, Minn.	960	D-500
KLTI	Longview, Tex.	1280	D-1,000
KLUF	Galveston, Tex.	1400	250
KLVC	Leadville, Colo.	1230	250
KLVL	Pasadena, Tex.	1480	D-1,000
KLVT	Levelland, Tex.	1230	250
KLWN	Lawrence, Kan.	1320	D-500
KLWT	Lebanon, Mo.	1230	250
KLX	Oakland, Cal.	910	1,000 *5,000
KLYN	Amarillo, Tex.	940	1,000
KLZ	Denver, Colo.	560	5,000
KMA	Shenandoah, Ia.	960	5,000
KMAC	S. Antonio, Tex.	630	5,000
KMAE	McKinney, Tex.	1600	D-1,000
KMAN	Manhattan, Kan.	1350	D-500
KMBC	Kansas City, Mo.	980	5,000
KMBL	Junction, Tex.	1450	100
KMBY	Monterey, Cal.	1240	250
KMCM	McMinnville, Ore.	1260	1,000
KMCO	Conroe, Tex.	900	D-500
KMED	Medford, Ore.	1440	LS-5,000 N-1,000
KMHL	Marshall, Minn.	1400	250
KMHT	Marshall, Tex.	1450	250
KMJ	Fresno, Cal.	580	5,000
KMLB	Monroe, La.	1440	LS-5,000 N-1,000
†KMLW	Marlin, Tex.	1010	D-250
KMMJ	Grand Island, Neb.	750	LS-1,000 L-N-1,000
KMMO	Marshall, Mo.	1300	D-1,000
KMO	Tacoma, Wash.	1360	5,000
KMOD	Modesto, Cal.	1360	1,000
KMON	Great Falls, Mont.	560	5,000
KMOR	Oroville, Cal.	1340	250
KMOX	St. Louis, Mo.	1120	50,000
KMPC	Los Angeles, Cal.	710	LS-50,000 N-10,000 *50,000
KMUR	Murray, Utah	1230	250
KMUS	Muskogee, Okla.	1380	LS-1,000 N-500
KMVI	Wailuku, T. H.	550	1,000
KMYC	Marysville, Cal.	1450 *1410	250 *1,000
KMYR	Denver, Colo.	1340	250
KNAF	Fredericksburg, Tex.	1340	250
KNAK	Salt Lake City, Utah	1280	LS-1,000 N-500
KNAL	Victoria, Tex.	1410	500
KNBC	San Francisco, Cal.	680	50,000
†KNBR	N. Platte, Neb.	970	D-1,000
KNBY	Newport, Ark.	1280	D-1,000
KNCM	Moberly, Mo.	1230	250
KNEA	Jonesboro, Ark.	970	D-1,000
KNEB	Scottsbluff, Neb.	960	LS-1,000 N-500
KNED	McAlester, Okla.	1150	D-1,000
KNEL	Brady, Tex.	1490	250
KNEM	Nevada, Mo.	1240	250
KNET	Palestine, Tex.	1450	250
KNEU	Provo, Utah	1450	250
KNEW	Spokane, Wash.	790	5,000
KNEX	McPherson, Kans.	1540	D-250
KNGS	Hanford, Cal.	620	1,000
KNOE	Monroe, La.	1390	5,000
KNOG	Nogales, Ariz.	1340	250
KNOR	Norman, Okla.	1400	250
KNOW	Austin, Tex.	1490	250
KNOX	Grand Forks, N. D.	1400	250
KNPT	Newport, Ore.	1310	1,000
KNUJ	New Ulm, Minn.	860	D-1,000
KNUZ	Houston, Tex.	1230	250
KNX	Los Angeles, Cal.	1070	50,000
KOA	Denver, Colo.	850	50,000
KOAC	Corvallis, Ore.	550	5,000
KOAL	Price, Utah	1230	250
KOAM	Pittsburg, Kan.	860	LS-10,000 N-5,000
KOAT	Albuquerque, N. M.	1240	250
KOB	Albuquerque, N. M.	1030 ‡770	10,000 ‡LS-50,000 ‡N-25,000 *50,000
KOBE	Las Cruces, N. M.	1450	250
KOBK	Owatonna, Minn.	1390	D-500
KOCA	Kilgore, Tex.	1240	250
KOCO	Salem, Ore.	1490	250
KOCS	Ontario, Cal.	1510	D-250
KOCY	Okla. City, Okla.	1340	250
KODI	Cody, Wyo.	1400	250
KODL	The Dalles, Ore.	1230	LS-250 N-100
KODY	N. Platte, Neb.	1240	250
KOEL	Oelwein, Ia.	950	500
KOFO	Ottawa, Kans.	1220	D-250
KOGT	Orange, Tex.	1600	1,000
KOH	Reno, Nev.	630	LS-5,000 N-1,000
KOIL	Omaha, Neb.	1290	5,000
KOIN	Portland, Ore.	970	5,000
KOJM	Havre, Mont.	610	1,000
KOKX	Keokuk, Iowa	1310	LS-1,000 N-500
KOL	Seattle, Wash.	1300	5,000
KOLE	Port Arthur, Tex.	1340	250
KOLJ	Quanah, Tex.	1150	D-500
KOLN	Lincoln, Neb.	1400	250
KOLO	Reno, Nev.	920	1,000
KOLS	Pryor, Okla.	1570	D-250
KOLT	Scottsbluff, Neb.	1320	LS-5,000 N-1,000
KOMA	Okla. City, Okla.	1520	50,000
KOME	Tulsa, Okla.	1300	LS-5,000 N-1,000
KOMO	Seattle, Wash.	1000	50,000
KOMW	Omak, Wash.	680	D-1,000
KONO	San Antonio, Tex.	860	LS-5,000 N-1,000
KONP	Port Angeles, Wash.	1450	250
KOOK	Billings, Mont.	970	5,000
KOOL	Phoenix, Ariz.	960	5,000
KOOS	Coos Bay, Ore.	1230	250
KOPO	Tucson, Ariz.	1450	250
KOPP	Ogden, Utah	730	D-1,000
KOPR	Butte, Mont.	550	1,000
KORA	Bryan, Tex.	1240	250
KORC	Mineral Wells, Tex.	1140	D-250
KORE	Eugene, Ore.	1450	250
KORK	Las Vegas, Nev.	1340	250
KORN	Mitchell, S. D.	1490	250
KOSA	Odessa, Tex.	1230	250
KOSE	Osceola, Ark.	860	D-1,000
KOSF	Nacogdoches, Tex.	1230	250
KOSY	Texarkana, Ark.	790	LS-1,000 N-500
KOTA	Rapid City, S. D.	1380	5,000
KOTN	Pine Bluff, Ark.	1490	250
KOVC	Valley City, N. D.	1490	250
KOVE	Lander, Wyo.	1230	250
KOVO	Provo, Utah	960	1,000
KOWB	Laramie, Wyo.	1340	250
KOWH	Omaha, Neb.	660	D-500
KOWL	Santa Monica, Cal.	1580	D-5,000
KOY	Phoenix, Ariz.	550	LS-5,000 N-1,000
KPAC	Port Arthur, Tex.	1250	LS-5,000 N-1,000
KPAM	Portland, Ore.	1410	D-1,000
KPAN	Hereford, Tex.	860	D-250
KPAS	Banning, Cal.	1490	250
KPAT	Pampa, Tex.	1230	250
KPBM	Carlsbad, N. M.	740	D-1,000
KPBX	Beaumont, Tex.	1380	D-1,000
KPDN	Pampa, Tex.	1340	250
KPDQ	Portland, Ore.	800	D-1,000
KPET	Lamesa, Tex.	690	250
KPHO	Phoenix, Ariz.	910	5,000
KPKW	Pasco, Wash.	1340	250
KPLC	Lake Charles, La.	1470	LS-5,000 N-1,000
†KPLN	Camden, Ark.	1370	D-1,000
KPLT	Paris, Tex.	1490	250
KPMC	Bakersfield, Cal.	1560	1,000
KPMO	Pomona, Cal.	1600	500
KPOA	Honolulu, T. H.	630	5,000
KPOC	Pocahontas, Ark	1420	D-1,000
KPOF	Denver, Colo.	910	LS-5,000 N-1,000
KPOJ	Portland, Ore.	1330	5,000
†KPOL	Los Angeles, Cal.	1540	D-5,000
†KPOO	San Francisco, Cal.	1010	D-1,000
KPOW	Powell, Wyo.	1260	1,000
KPPC	Pasadena, Cal.	1240	SH-100
KPQ	Wenatchee, Wash.	560	5,000
KPRC	Houston, Tex.	950	5,000
KPRK	Livingston, Mont.	1340	250
KPRL	Paso Robles, Cal.	1230	250
KPRO	Riverside, Cal.	1440	1,000
KPRS	Olathe, Kans.	1590	D-1,000
KPST	Preston, Idaho	1340	250
KPUG	Bellingham, Wash.	1170	1,000
KPUY	Puyallup, Wash.	1450	100
KQV	Pittsburgh, Pa.	1410	5,000
KRAI	Craig, Colo.	1230	250
KRAL	Rawlins, Wyo.	1240	250
KRAM	Las Vegas, Nev.	920	LS-1,000 N-500
KRBA	Lufkin, Tex.	1340	250
KRBC	Abilene, Tex.	1470	LS-5,000 N-1,000
KRCO	Prineville, Ore.	690	D-1,000
KRCT	Baytown, Tex.	650	D-250
KRDO	Colorado Springs, Colo.	1240	250
KRDU	Dinuba, Cal.	1240	250
KRE	Berkeley, Cal.	1400	250
KREI	Farmington, Mo.	1350	D-1,000
KREL	Baytown, Tex.	1360	1,000
KREM	Spokane, Wash.	970	1,000
KREO	Indio, Cal.	1400	250
KRES	St. Joseph, Mo.	1550	5,000
KREW	Sunnyside, Wash.	1230	250
KRGV	Weslaco, Tex.	1290	5,000
KRHD	Duncan, Okla.	1350	LS-250 N-100
KRIB	Mason City, Ia.	1490	250
KRIC	Beaumont, Tex.	1450	250
KRIG	Odessa, Tex.	1410	1,000
KRIO	McAllen, Tex.	910	1,000
KRIS	Corpus Christi, Tex.	1360	1,000
KRIZ	Phoenix, Ariz.	1230	250
KRJF	Miles City, Mont.	1340	250
KRKD	Los Angeles, Cal.	1150	LS-5,000 N-1,000
KRKL	Kirkland, Wash.	1050	D-250
KRKO	Everett, Wash.	1380	1,000
KRLC	Lewiston, Ida.	1350	1,000
KRLD	Dallas, Tex.	1080	50,000
KRLN	Canon City, Colo.	1400	SH-250
KRLW	Walnut Ridge, Ark.	1320	D-1,000
KRMD	Shreveport, La.	1340	250
KRMG	Tulsa, Okla.	740	LS-50,000 N-25,000
KRMO	Monett, Mo.	990	D-250
KRNO	San Bernardino, Cal.	1240	250
KRNR	Roseburg, Ore.	1490	250
KRNT	Des Moines, Ia.	1350	5,000
KROC	Rochester, Minn.	1340	250
KROD	El Paso, Tex.	600	5,000
KROF	Abbeville, La.	960	D-1,000
KROG	Sonora, Cal.	1450	250
KROP	Brawley, Cal.	1300	LS-1,000 N-500
KROS	Clinton, Iowa	1340	250
KROW	Oakland, Cal.	960	1,000
KROX	Crookston, Minn.	1260	LS-1,000 N-500
KROY	Sacramento, Cal.	1240	250
KRPL	Moscow, Ida.	1400	250
KRRV	Sherman, Tex.	910	1,000
KRSC	Seattle, Wash.	1150	1,000
†KRSD	Rapid City, S. D.	1340	250
KRSN	Los Alamos,N.M.	1490	250
KRTN	Raton, N.M.	1490	250
KRUL	Corvallis, Ore.	1340	250
KRUN	Ballinger, Tex.	1400	250
KRUS	Ruston, La.	1490	250
KRUX	Glendale, Ariz.	1340	250
KRVN	Lexington, Neb.	1010	D-25,000
KRXK	Rexburg, Ida.	1230	250
KRXL	Roseburg, Ore.	1240	250
KSAC	Manhattan, Kans.	580	LS-5,000 N-500
KSAL	Salinas, Kas.	1150	5,000
KSAM	Huntsville, Tex.	1490	250
KSAN	S. Francisco, Cal.	1450	250
KSBW	Salinas, Cal.	1380	1,000
KSCB	Liberal, Kans.	1270	D-1,000
KSCJ	Sioux City, Ia.	1360	5,000
KSCO	Santa Cruz, Cal.	1080	LS-1,000 N-500
KSD	St. Louis, Mo.	550	5,000
KSDN	Aberdeen, S. D.	930	1,000

XUM

Call Letters	City	Frequency in KC	Power in Watts
KSDO	San Diego, Cal.	1130	LS-5,000 N-1,000
KSEI	Pocatello, Ida.	930	5,000
KSEK	Pittsburg, Kans.	1340	250
KSEL	Lubbock, Tex.	950	LS-1,000 N-500
KSEM	Moses Lake, Wash.	1450	250
KSEO	Durant, Okla.	750	D-250
KSET	El Paso, Tex.	1340	250
KSEY	Seymour, Tex.	1230	100
KSFA	Nacogdoches, Tex.	860	D-1,000
KSFO	S. Francisco, Cal.	560	LS-5,000 N-1,000
KSGM	Ste. Genevieve, Mo.	1450 *980	250 *500
KSIB	Creston, Iowa	1520	D-1,000
†KSID	Sidney, Neb.	1540	D-250
KSIG	Crowley, La.	1450	250
KSIJ	Gladewater, Tex.	1430	D-1,000
KSIL	Silver City, N. M.	1340	250
KSIM	Sikeston, Mo.	1400	250
KSIW	Woodward, Okla.	1450	250
KSIX	Corpus Christi, Tex.	1230	250
KSJB	Jamestown, N. D.	600	5,000
KSJO	San Jose, Cal.	1590	LS-1,000 N-500
KSJV	Sanger, Cal.	900	D-1,000
KSKY	Dallas, Tex.	660	D-1,000
KSL	Salt Lake City, Utah	1160	50,000
KSLM	Salem, Ore.	1390	1,000
KSLO	Opelousas, La.	1230	250
KSMA	Santa Maria, Cal.	1240	250
KSMN	Mason City, Ia.	1010	D-1,000
KSNY	Snyder, Tex.	1280	D-500
KSO	Des Moines, Ia.	1460	5,000
KSOK	Arkansas City, Kans.	1280	D-1,000
KSON	San Diego, Cal.	1240	250
KSOO	Sioux Falls, S.D.	1140	LS-5,000 L-N-5,000 *LS-10,000 *N-5,000
KSOX	Harlingen, Tex.	1530	LS-50,000 N-10,000
KSPA	Santa Paula, Cal.	1400	250
KSPI	Stillwater, Okla.	780	D-250
KSPO	Spokane, Wash.	1230	250
KSPR	Casper, Wyo.	1470	1,000
KSPT	Sandpoint, Ida.	1400	250
KSRO	Santa Rosa, Cal.	1350	1,000
KSRV	Ontario, Ore.	1380	1,000
KSST	Sulphur Spring, Tex.	1230	250
KSTA	Coleman, Tex.	1000	D-250
KSTB	Breckenridge, Tex.	1430	D-1,000
KSTL	St. Louis, Mo.	690	D-1,000
KSTN	Stockton, Cal.	1420	1,000
KSTP	St. Paul, Minn.	1500	50,000
KSTR	Trinidad, Colo.	1280	LS-1,000 N-500
KSTT	Davenport, Ia.	1170	1,000
KSTV	Stephenville, Tex.	1510	D-250
KSUB	Cedar City, Utah	590	1,000
KSUE	Susanville, Cal.	1240	250
KSUM	Fairmont, Minn.	1370	1,000
KSUN	Bisbee, Ariz.	1230	250
KSVC	Richfield, O.	690	D-1,000
KSVP	Artesia, N. M.	1450	250
KSWA	Graham, Tex.	1330	D-500
†KSWB	Yuma, Ariz.	1240	250
KSWI	Council Bluffs Iowa	1560	D-500
KSWM	Joplin, Mo.	1230	250
KSWC	Lawton, Okla.	1380	1,000
KSWS	Roswell, N. M.	1230	250
KSYC	Yreka, Cal.	1490	250
KSYL	Alexandria, La.	1400	250
KTAE	Taylor, Tex.	1260	D-1,000
KTAN	Sherman, Tex.	1500	D-250
KTAR	Phoenix, Ariz.	620	5,000
KTAT	Frederick, Okla.	1570	D-250
KTBB	Tyler, Tex.	600	LS-500 N-1,000
KTBC	Austin, Tex.	590	LS-5,000 N-1,000
KTBI	Tacoma, Wash.	810 *850	D-1,000 *1,000
KTBS	Shreveport, La.	710	LS-10,000 N-5,000
KTEL	Walla Walla, Wash.	1490	250
KTEM	Temple, Tex.	1400	250
KTER	Terrell, Tex.	1570	D-250
KTFI	Twin Falls, Ida.	1270	LS-5,000 N-1,000
KTFS	Texarkana, Tex.	1400	250
KTFY	Brownfield, Tex	1300	D-1,000
KTHS	Hot Springs, Ark.	1090	LS-10,000 N-1,000
KTHT	Houston, Tex.	790	5,000
KTIL	Tillamook, Ore.	1590	250
KTIM	San Rafael, Cal.	1510	D-1,000
KTIP	Porterville, Cal.	1450	250
KTIS	Minneapolis, Minn.	900	D-1,000
KTJS	Hobart, Okla.	1420	D-250
KTKN	Ketchikan, Alas.	930	1,000
KTKR	Taft, Cal.	1310	D-500
KTKT	Tucson, Ariz.	1490	250
KTLN	Denver, Colo.	1150	D-1,000
KTLW	Texas City, Tex.	920	D-1,000
KTMC	McAlester, Okla.	1400	250
KTMS	Santa Barbara, Cal.	1250	1,000
KTNM	Tucumcari, N. M.	1400	250
KTOE	Mankato, Minn.	1420	1,000
KTOH	Lihue, T. H.	1490	250
KTOK	Oklahoma City, Okla.	1000	LS-5,000 N-1,000
KTOP	Topeka, Kans.	1490	250
KTOW	Oklahoma City, Okla.	800	D-250
KTRB	Modesto, Cal.	860	LS-5,000 N-1,000
KTRC	Santa Fe, N. M.	1400	250
KTRE	Lufkin, Tex.	1420	1,000
KTRF	Thief River Falls, Minn.	1230	250
KTRH	Houston, Tex.	740	50,000
KTRI	Sioux City, Ia.	1470	5,000
KTRM	Beaumont, Tex.	990	1,000 *LS-5,000 *N-1,000
KTRN	Wichita Falls, Tex.	1290	LS-5,000 N-1,000
KTRY	Bastrop, La.	730	D-250
KTSA	San Antonio, Tex.	550	5,000
KTSM	El Paso, Tex.	1380	LS-1,000 N-500
KTSW	Emporia, Kans.	1400	250
KTTR	Rolla City, Mo.	1490	250
KTTS	Springfield, Mo.	1400	250
KTUC	Tucson, Ariz.	1400	250
KTUL	Tulsa, Okla.	1430	5,000
KTUR	Turlock, Cal.	1390	1,000
KTW	Seattle, Wash.	1250	1,000
KTXC	Big Spring, Tex.	1400	100
KTXJ	Jasper, Tex.	1240	250
KTXL	San Angelo, Tex.	1340	250
KTXN	Austin, Tex.	1370	D-1,000
KTYL	Mesa, Ariz.	1310	LS-1,000 N-500
KUBA	Yuba City, Cal.	1600	LS-1,000 N-500
KUBC	Montrose, Cal.	1260	LS-1,000 N-500
KUGN	Eugene, Ore.	590	1,000
KUIN	Grants Pass, Ore.	1340	250
KUJ	Walla Walla, Wash.	1420	5,000
KUKI	Ukiah, Cal.	1400	250
KULA	Honolulu, T. H.	690	10,000
KULE	Ephrata, Wash.	730	D-250
KULP	El Campo, Tex.	1390	D-500
KUNO	Corpus Christi, Tex.	1400	250
KUOA	Siloam Springs, Ark.	1290	D-5,000
KUOM	Minneapolis, Minn.	770	D-5,000
KURV	Edinburg, Tex.	710	D-250
KUSD	Vermillion, S. D.	920 *690	500 *1,000
KUTA	Salt Lake City	570	5,000
KVAL	Brownsville, Tex.	1490	250
KVAN	Vancouver, Wash.	910	1,000
KVAS	Astoria, Ore.	1230	250
KVBC	Farmington, N. M.	1240	250
KVCV	Redding, Cal.	600	1,000
KVEC	San Luis Obispo, Cal.	920	LS-1,000 N-500
KVEN	Ventura, Cal.	1450	250
KVER	Albuquerque, N. M.	1340	250
KVET	Austin, Tex.	1300	1,000
KVFD	Ft. Dodge, Iowa	1400	250
KVGB	Great Bend, Kans.	1590	5,000
KVI	Seattle, Wash.	570	5,000
KVIC	Victoria, Tex.	1340	250
KVIM	New Iberia, La.	1570	D-1,000
KVKM	Monahans, Tex.	1340	250
KVLC	Little Rock, Ark.	1050	D-1,000
KVLF	Alpine, Tex.	1240	250
KVLH	Pauls Valley, Okla.	1470	D-250
KVMA	Magnolia, Ark.	630	D-1,000
KVMC	Colorado City, Tex.	1320	D-500
KVMV	Twin Falls, Ida.	1450	250
†KVNC	Winslow, Ariz.	1010	LS-1,000 N-500
KVNI	Coeur d'Alene, Ida.	1240	250
KVNU	Logan, Utah	610	1,000
KVOA	Tuscon, Ariz.	1290	1,000
KVOB	Alexandria, La.	970	1,000
KVOC	Casper, Wyo.	1230	250
KVOD	Denver, Colo.	630	5,000
KVOE	Santa Ana, Cal.	1480	1,000
KVOG	Ogden, Utah	1490	250
KVOL	Lafayette, La.	1330	1,000
KVON	Napa, Cal.	1440	500
KVOO	Tulsa, Okla.	1170	50,000
KVOP	Plainview, Tex.	1400	250
KVOR	Colo. Springs, Colo.	1300	1,000
KVOS	Bellingham, Wash.	790	1,000
KVOU	Uvalde, Tex.	1450	250
KVOW	Littlefield, Tex.	1490	250
KVOX	Moorhead, Minn.	1340	250
†KVOZ	Laredo, Tex.	1490	250
KVRC	Arkadelphia, Ark.	1240	250
KVRH	Salida, Colo.	1340	250
KVRS	Rock Springs, Wyo.	1360	LS-1,000 N-500
†KVRV	Victorville, Cal.	960	D-5,000
KVSF	Santa Fe, N.M.	1260	1,000
KVSM	San Mateo, Cal.	1050	D-250
KVSO	Ardmore, Okla.	1240	250
KVVC	Ventura, Cal.	1590	1,000
KVWC	Vernon, Tex.	1490	250
†KVWO	Cheyenne, Wyo.	1370	D-1,000
KWAD	Wadena, Minn.	920	1,000
KWAK	Stuttgart, Ark.	1240	250
KWAL	Wallace, Ida.	620	1,000
KWAT	Watertown, S.D.	950	1,000
KWBB	Wichita, Kans.	1410	1,000
KWBC	Ft. Worth, Tex.	970	D-1,000
KWBE	Beatrice, Neb.	1450	250
KWBG	Boone, Ia.	1590	LS-1,000 N-500
KWBM	Williston, N.D.	1450	250
KWBR	Oakland, Cal.	1310	1,000
KWBU	Corpus Christi, Tex.	1030	D-50,000
KWBW	Hutchinson, Kans.	1450	250
KWCB	Searcy, Ark.	1300	D-1,000
KWCJ	Natchitoches, La.	1450	250
KWCO	Chickasha, Okla.	1560	250
KWCR	Cedar Rapids, Ia.	1450	250
KWDM	Des Moines, Ia.	1150	1,000
KWED	Seguin, Tex.	1580	D-1,000
KWEI	Weiser, Idaho	1240	250
KWEM	W. Memphis, Ark.	990	D-1,000
KWEW	Hobbs, N.M.	1490	250
KWFC	Hot Springs, Ark.	1340	250
KWFT	Wichita Falls, Tex.	620	5,000
KWG	Stockton, Cal.	1230	250
KWGB	Goodland, Kans.	730	D-1,000
KWHI	Brenham, Tex.	1280	D-1,000
KWHK	Hutchison, Kans.	1190 *1260	D-1,000 *LS-1,000 *N-500
KWHN	Ft. Smith, Ark.	1320	5,000
†KWHP	Cushing, Okla.	1600	D-500
KWHW	Altus, Okla.	1450	250
KWIE	Kennewick, Wash.	610	1,000
KWIK	Pocatello, Ida.	1440	1,000
KWIL	Albany, Ore.	1240	250
KWIN	Ashland, Ore.	1400	250
KWJB	Globe, Ariz.	1240	250
KWJJ	Portland, Ore.	1080	10,000
KWK	St. Louis, Mo.	1380	5,000
KWKC	Abilene, Tex.	1340	250
KWKH	Shreveport, La.	1130	50,000
KWKW	Pasadena, Cal.	1300	1,000
KWLC	Decorah, Iowa	1240	D-250
KWLK	Longview, Wash.	1400	250
KWLM	Willmar, Minn.	1340	250
KWNO	Winona, Minn.	1230	250
KWNW	Wenatchee, Wash.	1340	250
KWOA	Worthington, Minn.	730	D-1,000
KWOC	Poplar Bluff, Mo.	1340 *930	250 *LS-1,000 *N-500
KWOE	Clinton, Okla.	1320	D-1,000
KWON	Bartlesville, Okla.	1400	250
KWOR	Worland, Wyo.	1490	250
KWOS	Jefferson City, Mo.	1240	250
KWPC	Muscatine, Ia.	860	D-250
KWPM	West Plains, Mo.	1450	250
KWRC	Pendleton, Ore.	1240	250
KWRE	Warrenton, Mo.	730	D-500
KWRL	Riverton, Wyo.	1450	250
KWRN	Reno, Nev.	1490	250
KWRO	Coquille, Ore.	1450	250
KWSC	Pullman, Wash.	1250	5,000
KWSD	Mt. Shasta, Cal.	1340	250
KWSH	Seminole, Okla.	1260	1,000
KWSO	Wasco, Cal.	1050	D-1,000
KWTC	Barstow, Cal.	1230	250
KWTN	Crystal City, Tex.	1240	250
KWTO	Springfield, Mo.	560	LS-5,000 N-1,000 *5,000
KWTX	Waco, Tex.	1230	250
KWWL	Waterloo, Ia.	1330	LS-5,000 N-1,000
KWYO	Sheridan, Wyo.	1410	LS-1,000 N-500
KXA	Seattle, Wash.	770	LS-1,000 L-N-1,000
KXAR	Hope, Ark.	1490	250
KXEL	Waterloo, Ia.	1540	50,000
KXEO	Mexico, Mo.	1340	250
KXGI	Ft. Madison, Ia.	1360	D-500
KXGN	Glendive, Mont.	1400	250
KXIC	Iowa City, Ia.	800	D-1,000
KXIT	Dalhart, Tex.	1410	D-500
KXJK	Forrest City, Ark.	950	D-1,000
KXL	Portland, Ore.	750	LS-10,000 L-N-10,000
KXLA	Pasadena, Cal.	1110	10,000
KXLE	Ellensburg, Wash.	1240	250
KXLF	Butte, Mont.	1370	5,000
KXLJ	Helena, Mont.	1240	250
KXLK	Great Falls, Mont.	1400	250
KXLL	Missoula, Mont.	1450	250
KXLO	Lewiston, Mont.	1230	250
KXLQ	Bozeman, Mont.	1450	250
KXLR	N. Little Rock, Ark.	1450 *1150	250 *LS-5,000 *N-1,000
KXLW	Clayton, Mo.	1320	D-1,000
KXLY	Spokane, Wash.	920	5,000
KXO	El Centro, Cal.	1230	250
KXOA	Sacramento, Cal.	1470	1,000
KXOB	Stockton, Cal.	1280	1,000
KXOC	Chico, Cal.	1150	5,000
KXOK	St. Louis, Mo.	630	5,000
KXOL	Ft. Worth, Tex.	1360	1,000
KXOX	Sweetwater, Tex.	1240	250
KXRA	Alexandria, Minn.	1490	250
KXRJ	Russellville, Ark.	1490	250
KXRN	Renton, Wash.	1230	250
KXRO	Aberdeen, Wash.	1320	1,000
KXRX	San Jose, Cal.	1500	1,000
KXXX	Colby, Kans.	790	D-5,000
KXYZ	Houston, Tex.	1320	5,000
KYA	San Francisco, Cal.	1260	LS-5,000 N-1,000
KYAK	Yakima, Wash.	1400	250
KYCA	Prescott, Ariz.	1490	250
KYJC	Medford, Ore.	1230	250
KYMA	Yuma, Ariz.	1400	250
KYNO	Fresno, Cal.	1300	1,000
KYOR	Blythe, Cal.	1450	250
KYOS	Merced, Cal.	1480	5,000
KYOU	Greeley, Colo.	1450	250
KYSM	Mankato, Minn.	1230	250
KYUM	Yuma, Ariz.	560	1,000
KYW	Philadelphia, Pa.	1060	50,000
WAAA	Winston-Salem, N.C.	980	D-1,000
WAAB	Worcester, Mass.	1440	5,000
WAAF	Chicago, Ill.	950	D-1,000
WAAT	Jersey City, N.J.	970	LS-5,000 N-1,000
WABA	Aguadilla, P.R.	1240	250
WABB	Mobile, Ala.	1480	5,000
WABG	Greenwood, Miss.	960	LS-1,000 N-500
WABI	Bangor, Maine	910	5,000
WABJ	Adrian, Mich.	1500	D-250
WABM	Houlton, Me.	1340	250
WABY	Albany, N.Y.	1400	250
WABZ	Albemarle, N.C.	1010	D-1,000
WACA	Camden, S.C.	1590	D-1,000
WACB	Kittanning, Pa.	1380	D-500
WACE	Chicopee, Mass.	730	D-1,000
WACL	Waycross, Ga.	570	D-1,000
WACO	Waco, Tex.	1460	1,000
WACR	Columbus, Miss.	1050	D-250
WADC	Akron, O.	1350	5,000
WADE	Wadesboro, N.C.	1210	D-1,000
WAEB	Allentown, Pa.	790	LS-500 N-1,000
WAEL	Mayaguez, P.R.	1400	250
WAFB	Baton Rouge, La.	1460	LS-5,000 N-1,000
WAGA	Atlanta, Ga.	590	5,000
WAGC	Chattanooga, Tenn.	1450	250
WAGE	Syracuse, N.Y.	620	LS-5,000 N-1,000
WAGF	Dothan, Ala.	1320	1,000
WAGM	Presque Isle, Me.	1450	250
WAIM	Anderson, S.C.	1230	250
WAIN	Columbia, Ky.	1270	D-1,000
WAIR	Winston-Salem, N.C.	1340	250
WAIT	Chicago, Ill.	820	LS-5,000 L-N-5,000
WAJR	Morgantown, W.Va.	1230	250
WAKE	Greenville, S.C.	1490	250
WAKN	Aiken, S.C.	990	D-1,000
WAKR	Akron, O.	1590	5,000
WAKU	Latrobe, Pa.	1570	D-250
WALA	Mobile, Ala.	1410	5,000
WALB	Albany, Ga.	1590	1,000
WALD	Walterboro, S.C.	1490	250
WALE	Fall River, Mass.	1400	250
†WALK	Patchogue, N.Y.	1370	D-500

(Continued on page 440)

AM Stations by Call Letters

(Continued from page 439)

Call Letters	City	Frequency in KC	Power in Watts
WALL	Middletown, N.Y.	1340	250
WALT	Tampa, Fla.	1110	D-1,000
WAML	Laurel, Miss.	1340	250
WAMS	Wilmington, Del.	1380	1,000
WAND	Canton, Ohio	900	D-500
WANE	Ft. Wayne, Ind.	1450	250
WANN	Annapolis, Md.	1190	D-1,000
WANS	Anderson, S.C.	1280	1,000
WANT	Richmond, Va.	990	D-1,000
WAOV	Vincennes, Ind.	1450	250
WAPA	San Juan, P.R.	680	10,000
WAPF	McComb, Miss.	1010	D-250
WAPI	Birmingham, Ala.	1070	5,000
WAPO	Chattanooga, Tenn.	1150	LS-5,000 N-1,000
WAPX	Montgomery, Ala.	1600	1,000
WARA	Attleboro, Mass.	1320	1,000
WARC	Rochester, N.Y.	950	1,000
WARD	Johnstown, Pa.	1490	250
WARE	Ware, Mass.	1250	D-1,000
WARK	Hagerstown, Md.	1490	250
WARL	Arlington, Va.	780	D-1,000
WARM	Scranton, Pa.	1400 *590	250 *5,000
WASA	Havre de Grace, Md.	1330	D-1,000
WASK	Lafayette, Ind.	1450	250
WASL	Annapolis, Md.	810	D-250
WATA	Boone, N.C.	1450	250
WATC	Gaylord, Mich.	900	D-1,000
WATG	Ashland, O.	1340	250
WATH	Athens, O.	1540	D-1,000
WATK	Antigo, Wis.	900	D-250
WATL	Atlanta, Ga.	1380	5,000
WATM	Atmore, Ala.	1580	D-250
WATN	Watertown, N.Y.	1240	250
WATO	Oak Ridge, Tenn.	1490	250
WATR	Waterbury, Conn.	1320	1,000
WATS	Sayre, Pa.	1470	D-1,000
WATT	Cadillac, Mich.	1240	250
WATW	Ashland, Wis.	1400	250
WATZ	Alpena, Mich.	1450	250
WAUD	Auburn, Ala.	1230	250
†WAUG	Augusta, Ga.	1050	D-250
WAUX	Waukesha, Wis.	1510	D-250
WAVA	Ava, Ill.	1580	D-250
WAVE	Louisville, Ky.	970	5,000
WAVL	Apollo, Pa.	910	D-1,000
WAVU	Albertville, Ala.	630	D-500
WAVZ	New Haven, Conn.	1260	D-1,000
WAWZ	Zarephath, N.J.	1380	LS-5,000 N-1,000 *5,000
WAYB	Waynesboro, Va.	1490	250
WAYN	Rockingham, N.C.	900	D-1,000
WAYS	Charlotte, N.C.	610	LS-5,000 N-1,000
WAYX	Waycross, Ga.	1230	250
WAZF	Yazoo City, Miss.	1230	250
WAZL	Hazleton, Pa.	1490	250
WBAA	Lafayette, Ind.	920	LS-5,000 N-1,000
WBAC	Cleveland, Tenn.	1340	250
WBAL	Baltimore, Md.	1090	50,000
†WBAM	Montgomery, Ala.	740	D-50,000
WBAP	Ft. Worth, Tex.	570 820	5,000 50,000
WBAT	Marion, Ind.	1400	250
WBAX	Wilkes-Barre, Pa.	1240	250
WBAY	Green Bay, Wis.	1360	5,000
WBBB	Burlington, N.C.	920	D-1,000
WBBC	Flint, Mich.	1330	1,000
WBBL	Richmond, Va.	1480	SH-5,000
WBBM	Chicago, Ill.	780	50,000
WBBO	Forest City, N.C.	780	D-1,000
WBBQ	Augusta, Ga.	1340	250
WBBR	Brooklyn, N.Y.	1330	5,000
WBBW	Youngstown, O.	1240	250
WBBZ	Ponca City, Okla.	1230	250
WBCK	Battle Creek, Mich.	930	1,000
WBCM	Bay City, Mich.	1440	LS-1,000 N-500
WBCO	Bessemer, Ala.	1450	250
WBCU	Union, S.C.	1460	1,000
WBEC	Pittsfield, Mass.	1490	250
WBEJ	Elizabethton, Tenn.	1240	250
WBEL	Beloit, Wis.	1380	D-1,000
WBEN	Buffalo, N.Y.	930	5,000
WBET	Brockton, Mass.	990	D-1,000
WBEV	Beaver Dam, Wis.	1430	D-1,000
WBEX	Chillicothe, O.	1490	250
WBGE	Atlanta, Ga.	1340	250
WBGR	Jesup, Ga.	1370	D-1,000
WBHB	Fitzgerald, Ga.	1240	250
WBHF	Cartersville, Ga.	1450	250
WBHP	Huntsville, Ala.	1230	250
†WBID	Henderson, N.C.	1450	250
WBIG	Greensboro, N.C.	1470	5,000
WBIP	Booneville, Miss.	1400	250
WBIR	Knoxville, Tenn.	1240	250
WBIS	Bristol, Conn.	1440	D-500
WBIW	Bedford, Ind.	1340	250
WBIZ	Eau Claire, Wis.	1400	250
WBKV	West Bend, Wis.	1470	D-500
WBLJ	Dalton, Ga.	1230	250
WBLK	Clarksburg, W.Va.	1400	250
WBLT	Bedford, Va.	1490	250
WBMD	Baltimore, Md.	750	D-1,000
WBML	Macon, Ga.	1240	250
WBNL	Boonville, Ind.	1540	D-250
WBNS	Columbus, Ohio	1460	LS-5,000 N-1,000
WBNX	New York, N.Y.	1380	5,000
WBNY	Buffalo, N.Y.	1400	250
WBOB	Galax, Va.	1400	250
WBOC	Salisbury, Md.	960	1,000
WBOK	New Orleans, La.	800	D-1,000
WBOW	Terre Haute, Ind.	1230	250
WBPZ	Lock Haven, Pa.	1230	250
WBRC	Birmingham, Ala.	960	5,000
WBRD	Ft. Lauderdale, Fla.	1580	D-250
WBRE	Wilkes-Barre, Pa.	1340	250
WBRK	Pittsfield, Mass.	1340	250
WBRM	Marion, N.C.	1250	D-1,000
WBRW	Welch, W.Va.	1340	250
WBRY	Waterbury, Conn.	1590	5,000
WBSC	Bennettsville, S.C.	1550	LS-10,000 N-5,000
WBSM	New Bedford, Mass.	1230	100
WBSR	Pensacola, Fla.	1450	250
WBT	Charlotte, N.C.	1110	50,000
WBTA	Batavia, N.Y.	1490	250
WBTH	Williamson, W.Va.	1400	250
WBTM	Danville, Va.	1330	LS-5,000 N-1,000
WBUD	Morrisville, Pa. *Trenton, N.J.	1490 *1260	250 *1,000
WBUT	Butler, Pa.	1580	D-500
WBUX	Doylestown, Pa.	1570	D-250
WBUY	Lexington, N.C.	1450	250
WBVP	Beaver Falls, Pa.	1230	250
WBYS	Canton, Ill.	1560	D-250
WBZ	Boston, Mass.	1030	50,000
WBZA	Springfield, Mass.	1030	1,000
WCAE	Pittsburgh, Pa.	1250	5,000
WCAL	Northfield, Minn.	770	D-5,000
WCAM	Camden, N.J.	1310	250
WCAO	Baltimore, Md.	600	5,000
WCAP	Lowell, Mass.	980	D-1,000
WCAR	Pontiac, Mich. *Detroit	1130	D-1,000 *LS-50,000 *N-10,000
WCAT	Rapid City, S.D.	1230	D-100
WCAU	Philadelphia, Pa.	1210	50,000
WCAV	Norfolk, Va.	850	1,000
WCAW	Charleston, W.Va.	1400	250
WCAX	Burlington, Vt.	620	5,000
WCAZ	Carthage, Ill.	990	D-1,000
WCBA	Corning, N.Y.	1350	D-1,000
WCBC	Anderson, Ind.	1470	D-1,000
WCBD	Chicago, Ill.	820	SH-5,000
WCBI	Columbus, Miss.	1340	250
WCBM	Baltimore, Md.	680	LS-10,000 N-5,000
WCBS	New York, N.Y.	880	50,000
WCBT	Roanoke Rapids, N.C.	1230	250
WCCC	Hartford, Conn.	1290	D-500
WCCM	Lawrence, Mass.	800	D-1,000
WCCO	Minneapolis, Minn.	830	50,000
WCCP	Savannah, Ga.	1450	250
WCDL	Carbondale, Pa.	1230	250
WCDT	Winchester, Tenn.	1340	250
WCEC	Rocky Mt., N.C.	810	D-1,000
WCED	DuBois, Pa.	1230	250
WCEM	Cambridge, Md.	1240	100
WCEN	Mt. Pleasant, Mich.	1150	D-500 *LS-1,000 *N-500
WCFL	Chicago, Ill.	1000	50,000
WCFV	Clifton Forge, Va.	1230	250
WCHA	Chambersburg, Pa.	800	D-1,000
†WCHO	Washington Court House, Ohio	1250	D-500
WCHS	Charleston, W.Va.	580	5,000
WCHV	Charlottesville, Va.	1240	250
WCIL	Carbondale, Ill.	1020	D-1,000
WCJU	Columbia, Miss.	1450	250
WCKB	Dunn, N.C.	780	D-1,000
WCKY	Cincinnati, O.	1530	50,000
†WCLC	Flint, Mich.	1470	1,000
WCLD	Cleveland, Miss.	1490	250
WCLI	Corning, N.Y.	1450	250
WCLO	Janesville, Wis.	1230	250
WCLT	Newark, O.	1430	D-500
WCMA	Corinth, Miss.	1230	250
WCMB	Lemoyne, Pa.	960 *1460	D-1,000 *5,000
WCMC	Wildwood, N.J.	1230	100
WCMI	Ashland, Ky.	1340	250
WCMN	Arecibo, P.R.	1280	1,000
WCMW	Canton, Ohio	1060	D-1,000
†WCMY	Ottawa, Ill.	1430	D-500
WCNB	Connersville, Ind.	1580	D-250
WCNC	Elizabeth City, N.C.	1240	250
WCNH	Quincy, Fla.	1230	250
WCNR	Bloomsburg, Pa.	930	D-1,000
WCNT	Centralia, Ill.	1210	D-1,000
WCNU	Crestview, Fla.	1010	D-1,000
WCNX	Middletown, Conn.	1150	D-500
WCOA	Pensacola, Fla.	1370	5,000
WCOC	Meridian, Miss.	910	LS-5,000 N-1,000
WCOG	Greensboro, N.C.	1320	1,000
WCOH	Newnan, Ga.	1400	250
WCOJ	Coatesville, Pa.	1420	D-1,000
WCOL	Columbus, O.	1230	250
WCOM	Parkersburg, W.Va.	1230	250
WCOP	Boston, Mass.	1150	5,000
WCOR	Lebanon, Tenn.	900	D-250
WCOS	Columbia, S.C.	1400	250
WCOU	Lewiston, Me.	1240	250
WCOV	Montgomery, Ala.	1240	250
WCOW	S. St. Paul, Minn.	1590	D-5,000
WCPA	Clearfield, Pa.	900	D-1,000
WCPM	Cumberland, Ky.	1490	250
WCPO	Cincinnati, O.	1230	250
WCPS	Tarboro, N.C.	760	D-1,000
WCRA	Effingham, Ill.	1090	D-250
WCRB	Waltham, Mass.	1330	D-1,000
WCRI	Scottsboro, Ala.	1050	D-250
WCRK	Morristown, Tenn.	1450	250
WCRO	Johnstown, Pa.	1230	250
WCRS	Greenwood, S.C.	1450	250
WCRW	Chicago, Ill.	1240	100
WCSC	Charleston, S.C.	1390	5,000
WCSH	Portland, Me.	970	5,000
WCSI	Columbus, Ind.	1010	D-250
WCSS	Amsterdam, N.Y.	1490	250
WCTA	Andalusia, Ala.	1340	250
WCTC	New Brunswick, N.J.	1450	250
WCTT	Corbin, Ky.	680	1,000
WCUE	Akron, O.	1150	D-1,000
WCUM	Cumberland, Md.	1490	250
WCVA	Culpeper, Va.	1490	250
WCVI	Connellsville, Pa.	1340	250
WCVS	Springfield, Ill.	1450	250
WCYB	Bristol, Va.	690	D-10,000
WDAD	Indiana, Pa.	1450	250
WDAE	Tampa, Fla.	1250	5,000
WDAF	Kansas City, Mo.	610	5,000
WDAK	Columbus, Ga.	1340	250
WDAN	Danville, Ill.	1490	250
WDAR	Savannah, Ga.	1400	250
WDAS	Philadelphia, Pa.	1400	250
WDAY	Fargo, N.D.	970	5,000
WDBC	Escanaba, Mich.	680	1,000
WDBJ	Roanoke, Va.	960	5,000
WDBL	Springfield, Tenn.	1430	D-1,000
WDBO	Orlando, Fla.	580	5,000
WDEC	Americus, Ga.	1230	250
WDEF	Chattanooga, Tenn.	1370	LS-5,000 N-1,000
WDEL	Wilmington, Del.	1150	5,000
WDEM	Providence, R.I.	1290	D-500
WDEV	Waterbury, Vt.	550	1,000
WDGY	Minneapolis, Minn.	1130	LS-50,000 N-25,000
WDHL	Bradenton, Fla.	1490	250
WDIA	Memphis, Tenn.	730	D-250
WDIG	Dothan, Ala.	1450	250
WDKD	Kingstree, S.C.	1300	D-1,000
WDLA	Walton, N.Y.	1270	D-1,000
WDLB	Marshfield, Wis.	1450	250
WDLP	Panama City, Fla.	590	1,000
WDMG	Douglas, Ga.	860	D-1,000
WDMJ	Marquette, Mich.	1340 *1320	250 *1,000
WDNC	Durham, N.C.	620	LS-5,000 N-1,000
WDNE	Elkins, W.Va.	1240	250
WDOD	Chattanooga, Tenn.	1310	5,000
WDOK	Cleveland, O.	1260	5,000
WDOR	Sturgeon Bay, Wis.	910	D-500
WDOS	Oneonta, N.Y.	1400	250
WDOV	Dover, Del.	1410	D-1,000
WDRC	Hartford, Conn.	1360	5,000
WDSC	Dillon, S.C.	800	D-1,000
WDSG	Dyersburg, Tenn.	1450	250
WDSM	Superior, Wis.	710	5,000
WDSR	Lake City, Fla.	1340	250
WDSU	New Orleans, La.	1280	5,000
WDUN	Gainesville, Ga.	1400	250
WDUZ	Green Bay, Wis.	1400	250
WDVA	Danville, Va.	1250	LS-5,000 N-1,000
WDWD	Dawson, Ga.	990	D-1,000
WDWS	Champaign, Ill.	1400	250
WDXB	Chattanooga, Tenn.	1490	250
WDXE	Lawrenceburg, Tenn.	1370	D-500
WDXI	Jackson, Tenn.	1310	LS-5,000 N-1,000
WDYK	Cumberland, Md.	1230	250
WDZ	Decatur, Ill.	1050	D-1,000
WEAB	Greer, S.C.	800	D-250
WEAM	Arlington, Va.	1390	5,000
WEAN	Providence, R.I.	790	5,000
WEAR	Pensacola, Fla.	1230	250
WEAS	Decatur, Ga.	1010	D-10,000
WEAT	Lake Worth, Fla.	1490	250
WEAU	Eau Claire, Wis.	790	5,000
WEAV	Plattsburg, N.Y.	960	1,000
WEBC	Duluth, Minn.	1320	5,000
WEBJ	Brewton, Ala.	1240	250
WEBK	Tampa, Fla.	1590	D-1,000
WEBQ	Harrisburg, Ill.	1240	250
WEBR	Buffalo, N.Y.	970	5,000
WEDC	Chicago, Ill.	1240	250
WEDO	McKeesport, Pa	810	D-1,000
WEDR	Birmingham, Ala.	1220	D-1,000
WEEB	Southern Pines, N.C.	990	D-1,000
WEED	Rocky Mount, N.C.	1390	1,000
WEEI	Boston, Mass.	590	5,000
WEEK	Peoria, Ill.	1350	1,000
WEEU	Reading, Pa.	850	1,000
†WEGG	Moorefield, W.Va.	790	D-1,000
WEGO	Concord, N.C.	1410	D-1,000
WEIM	Fitchburg, Mass.	1280	1,000
WEIR	Weirton, W.Va.	1430	1,000
WEKR	Fayetteville, Tenn.	1240	250
WEKZ	Monroe, Wis.	1260	D-500
WELC	Welch, W.Va.	1150	D-1,000
WELI	New Haven, Conn.	960	1,000
WELL	Battle Creek, Mich.	1400	250
WELM	Elmira, N.Y.	1400	250
WELO	Tupelo, Miss.	1490	250
WELP	Easley, S.C.	1360	D-1,000
WELR	Roanoke, Ala.	1360	D-1,000
WELS	Kinston, N.C.	1010	D-1,000
WEMP	Milwaukee, Wis.	1340	250
WENA	Bayamon, P.R.	1560	250
WENC	Whiteville, N.C.	1240	250
WENE	Endicott, N.Y.	1430	5,000
WENK	Union City, Tenn.	1240	250
WENR	Chicago, Ill.	890	50,000
WENT	Gloversville, N.Y.	1340	250
WENY	Elmira, N.Y.	1230	250
WEOA	Evansville, Ind.	1400	250
WEOK	Poughkeepsie, N.Y.	1390	D-1,000
WEOL	Elyria, O.	930	1,000
WEPM	Martinsburg, W.Va.	1340	250
WERC	Erie, Pa.	1260	5,000
WERD	Atlanta, Ga.	860	D-1,000
WERE	Cleveland, O.	1300	5,000
WERH	Hamilton, Ala.	970	D-1,000 *D-5,000
WERI	Westerly, R.I.	1230	250
†WERL	Rainelle, W.Va.	1450	250
WESA	Charleroi, Pa.	940	D-250
WESB	Bradford, Pa.	1490	250
WESC	Greenville, S.C.	660	D-5,000
WEST	Easton, Pa.	1400	250
WESX	Salem, Mass.	1230	250
WETB	Johnson City, Tenn.	790	D-1,000
WETO	Gadsden, Ala.	930	D-1,000
WEVD	New York, N.Y.	1330	5,000
WEVE	Eveleth, Minn.	1340	250
WEW	St. Louis, Mo.	770	D-1,000
WEWO	Laurinburg, N.C.	1080	D-1,000
WEXL	Royal Oak, Mich.	1340	250
†WEYE	Sanford, N.C.	1290	D-1,000
WFAA	Dallas, Tex.	570 820	5,000 50,000
WFAI	Fayetteville, N.C.	1230	250
WFAK	Memphis, Tenn.	1480	D-1,000
WFAS	White Plains, N.Y.	1230	250
WFAU	Augusta, Me.	1340	250
WFAX	Falls Church, Va.	1220	D-250
WFBC	Greenville, S.C.	1330	5,000
WFBG	Altoona, Pa.	1340	250
WFBL	Syracuse, N.Y.	1390	5,000
WFBM	Indianapolis, Ind.	1260	5,000
WFBR	Baltimore, Md.	1300	5,000
WFCB	Dunkirk, N.Y.	1410	500
WFDF	Flint, Mich.	910	1,000
WFEA	Manchester, N.H.	1370	5,000
WFEB	Sylacauga, Ala.	1340	250
WFEC	Miami, Fla.	1220	D-250
WFGM	Fitchburg, Mass.	1580	D-1,000
WFGN	Gaffney, S.C.	1570	D-250
WFHG	Bristol, Va.	980	1,000
WFHR	Wis. Rapids, Wis.	1340	250
WFIG	Sumter, S.C.	1340	250
WFIL	Philadelphia, Pa.	560	5,000
WFIN	Findlay, Ohio	1330	D-1,000
WFKY	Frankfort, Ky.	1490	250
WFLA	Tampa, Fla.	970	5,000
WFLB	Fayetteville, N.C.	1490	250
WFLO	Farmville, Va.	870	D-1,000
WFMC	Goldsboro, N.C.	730	D-1,000

XUM

Call Letters	City	Frequency in KC	Power in Watts
WFMD	Frederick, Md.	930	1,000
WFMH	Cullman, Ala.	1300	D-1,000
WFMJ	Youngstown, O.	1390	5,000
WFMW	Madisonville, Ky.	730	D-250
WFNC	Fayetteville, N.C.	1390	LS-5,000 N-1,000
WFNS	Burlington, N.C.	1150	D-1,000
WFOM	Marietta, Ga.	1230	250
WFOR	Hattiesburg, Miss.	1400	250
WFOX	Milwaukee, Wis.	860	D-250
WFOY	St. Augustine, Fla.	1240	250
WFPA	Fort Payne, Ala.	1400	250
WFPG	Atlantic City, N.J.	1450	250
WFPM	Ft. Valley, Ga.	1150	D-1,000
WFRC	Reidsville, N.C.	1600	1,000
WFRL	Freeport, Ill.	1570	D-1,000
WFRO	Fremont, O.	900	D-500
WFRP	Savannah, Ga.	1230	250
WFRX	W. Frankfort, Ill.	1300	D-1,000
WFTC	Kinston, N.C.	1230	250
WFTL	Fort Lauderdale, Fla.	1400	250
WFTM	Maysville, Ky.	1240	250
WFTR	Front Royal, Va.	1450	250
WFUL	Fulton, Ky.	1270	D-1,000
WFUN	Huntsville, Ala.	1450	250
WFUR	Grand Rapids, Mich.	1570	D-1,000
WFVA	Fredericksburg, Va.	1230	250
WFVG	Fuquay Springs, N.C.	1460	D-1,000
WFYC	Alma, Mich.	1280	D-1,000
WGAA	Cedartown, Ga.	1340	250
WGAC	Augusta, Ga.	580	LS-5,000 N-1,000
WGAD	Gadsden, Ala.	1350	LS-5,000 N-1,000
WGAF	Valdosta, Ga.	910	5,000
WGAI	Eliz. City, N.C.	560	LS-1,000 N-500
WGAL	Lancaster, Pa.	1490	250
WGAN	Portland, Me.	560	5,000
WGAP	Maryville, Tenn.	1400	250
WGAR	Cleveland, O.	1220	50,000
WGAT	Utica, N.Y.	1310	LS-1,000 N-500
WGAU	Athens, Ga.	1340	250
WGAY	Silver Spring, Md.	1050	D-1,000
WGBA	Columbus, Ga.	1460	1,000
WGBB	Freeport, N.Y.	1240	100
WGBF	Evansville, Ind.	1280	LS-5,000 N-1,000 *5,000
WGBG	Greensboro, N.C.	1400	250
WGBI	Scranton, Pa.	910	LS-1,000 N-500
WGBR	Goldsboro, N.C.	1150	1,000
WGBS	Miami, Fla.	710	LS-50,000 N-10,000
WGCB	Red Lion, Pa.	1440	D-1,000
WGCD	Chester, S.C.	1490	250
WGCM	Gulfport, Miss.	1240	250
WGEM	Quincy, Ill.	1440	1,000
WGES	Chicago, Ill.	1390	5,000
WGET	Gettysburg, Pa.	1450	250
WGEZ	Beloit, Wis.	1490	100
WGFG	Kalamazoo, Mich.	1360	1,000
WGGA	Gainesville, Ga.	1240	250
WGGG	Gainesville, Fla.	1230	250
WGGH	Marion, Ill.	1150	D-500
WGH	Newport News, Va.	1310	5,000
†WGHN	Grand Haven, Mich.	1490	250
WGIG	Brunswick, Ga.	1440	1,000
WGIL	Galesburg, Ill.	1400	250
WGIV	Charlotte, N.C.	1600	D-1,000
WGKV	Charleston, W.Va.	1490	250
WGL	Ft. Wayne, Ind.	1250	1,000
WGLC	Centreville, Miss.	1580	D-250
WGLS	Decatur, Ga.	970	D-1,000
WGMS	Washington, D.C.	570	D-1,000
WGN	Chicago, Ill.	720	50,000
WGNC	Gastonia, N.C.	1450	250
WGNI	Wilmington, N.C.	1340	250
WGNR	New Rochelle, N.Y.	1460	D-500
WGNS	Murfreesboro, Tenn.	1450	250
WGNY	Newburgh, N.Y.	1220	D-1,000
WGOV	Valdosta, Ga.	950	LS-5,000 N-1,000
WGPA	Bethlehem, Pa.	1100	D-250
WGPC	Albany, Ga.	1450	250
WGR	Buffalo, N.Y.	550	5,000
WGRA	Cairo, Ga.	1300	D-1,000
WGRC	Louisville, Ky.	790	LS-5,000 N-1,000
WGRD	Grand Rapids, Mich.	1410	D-1,000
WGRM	Greenwood, Miss.	1240	250
WGRO	Bay City, Mich.	1260	D-500
WGRV	Greenville, Tenn.	1340	250
WGRY	Gary, Ind.	1370	D-500
WGSM	Huntington, N.Y.	740	D-1,000
WGST	Atlanta, Ga.	920	LS-5,000 N-1,000
WGSV	Guntersville, Ala.	1270	D-1,000
WGTA	Summerville, Ga.	950	D-1,000
WGTC	Greenville, N.C.	1590	LS-5,000 N-1,000
WGTL	Kannapolis, N.C.	870	D-1,000
WGTM	Wilson, N.C.	590	5,000
WGTN	Georgetown, S.C.	1400	250
WGUY	Bangor, Maine	1230	250
WGVA	Geneva, N.Y.	1240	250
WGVM	Greenville, Miss.	1260	D-1,000
WGWC	Selma, Ala.	1340	250
WGWD	Gadsden, Ala.	570	D-1,000
WGWR	Asheboro, N.C.	1260	D-1,000
WGY	Schenectady, N.Y.	810	50,000
WGYV	Greenville, Ala.	1400	250
WHA	Madison, Wis.	970	D-5,000
WHAI	Greenfield, Mass.	1240	250
WHAK	Rogers City, Mich.	960	D-1,000
WHAL	Shelbyville, Tenn.	1400	250
WHAM	Rochester, N.Y.	1180	50,000
WHAN	Charleston, S.C.	1340	250
WHAP	Hopewell, Va.	1340	250
WHAR	Clarksburg, W.Va.	1340	250
WHAS	Louisville, Ky.	840	50,000
WHAT	Philadelphia, Pa.	1340	250
WHAV	Haverhill, Mass.	1490	250
WHAW	Weston, W.Va.	1450	250
WHAY	New Britain, Conn.	910	5,000
WHAZ	Troy, N.Y.	1330	1,000
WHB	Kansas City, Mo.	710	LS-10,000 N-5,000
WHBB	Selma, Ala.	1490	250
WHBC	Canton, Ohio	1480	5,000
WHBF	Rock Island, Ill.	1270	5,000
WHBI	Newark, N.J.	1280	LS-2,500 N-1,000
WHBL	Sheboygan, Wis.	1330	LS-1,000 N-250
WHBO	Sulphur Springs, Fla.	1050	D-250
WHBQ	Memphis, Tenn.	560	LS-5,000 N-1,000
WHBS	Huntsville, Ala.	1490	250
WHBT	Harriman, Tenn.	1230	250
WHBU	Anderson, Ind.	1240	250
WHBY	Appleton, Wis.	1230	250
WHCC	Waynesville, N.C.	1400	250
WHCU	Ithaca, N.Y.	870	LS-1,000 L-N-1,000
WHDF	Houghton, Mich.	1400	250
WHDH	Boston, Mass.	850	50,000
WHDL	Allegany, N.Y.	1450	250
WHEB	Portsmouth, N.H.	750	LS-1,000 L-N-1,000
WHEC	Rochester, N.Y.	1460	5,000
WHED	Washington, N.C.	1340	250
WHEE	Boston, Mass.	1090	D-1,000
WHFB	Benton Harbor, Mich.	1060	D-1,000
WHFC	Cicero, Ill.	1450	250
WHGB	Harrisburg, Pa.	1400	250
WHHH	Warren, O.	1440	5,000
WHHM	Memphis, Tenn.	1340	250
†WHIL	Medford, Mass.	1540	D-250
WHIM	Providence, R.I.	1110	D-1,000
WHIN	Gallatin, Tenn.	1010	D-1,000
WHIO	Dayton, Ohio	1290	5,000
WHIP	Mooresville, N.C.	1350	D-1,000
WHIR	Danville, Ky.	1230	250
WHIS	Bluefield, W.Va.	1440	5,000
WHIT	New Bern, N.C.	1450	250
WHIZ	Zanesville, Ohio	1240	250
WHJB	Greensburg, Pa.	620	LS-1,000 N-500
WHJC	Matewan, W.Va.	1360	D-1,000
WHK	Cleveland, Ohio	1420	5,000
WHKC	Columbus, Ohio	610	5,000
WHKK	Akron, Ohio	640	LS-1,000 L-N-1,000
WHKP	Hendersonville, N.C.	1450	250
WHKY	Hickory, N.C.	1290	LS-5,000 N-1,000
WHLB	Virginia, Minn.	1400	250
WHLD	Niagara Falls, N.Y.	1270	D-5,000
WHLF	So. Boston, Va.	1400	250
WHLI	Hempstead, N.Y.	1100	D-250
WHLL	Wheeling, W.Va.	1600	D-5,000
WHLM	Bloomsburg, Pa.	690	D-1,000
WHLN	Harlan, Ky.	1230	250
WHLS	Port Huron, Mich.	1450	250
WHMA	Anniston, Ala.	1450	250
WHMP	Northampton, Mass.	1400	250
WHNC	Henderson, N.C.	890	D-1,000
WHO	Des Moines, Ia.	1040	50,000
WHOB	Gardner, Mass.	1490	250
WHOC	Philadelphia, Miss.	1490	250
WHOD	Homestead, Pa.	860	D-250
WHOK	Lancaster, O.	1320	D-500
WHOL	Allentown, Pa.	1230	250
WHOM	New York	1480	5,000
WHOO	Orlando, Fla.	990	LS-10,000 N-5,000
WHOP	Hopkinsville, Ky.	1230	250
WHOS	Decatur, Ala.	800	D-1,000
WHOT	South Bend, Ind.	1490	250
WHOW	Clinton, Ill.	1520	D-1,000
WHP	Harrisburg, Pa.	580	5,000
WHPE	High Point, N.C.	1070	D-1,000
WHRV	Ann Arbor, Mich.	1600	1,000
WHSC	Hartsville, S.C.	1450	250
WHSY	Hattiesburg, Miss.	1230	250
WHTB	Talladega, Ala.	1230	250
WHTC	Holland, Mich.	1450	250
WHTN	Huntington, W.Va.	800	D-1,000
WHUB	Cookeville, Tenn.	1400	250
WHUC	Hudson, N.Y.	1230	250
WHUM	Reading, Pa.	1240	250
WHUN	Huntingdon, Pa.	1400	250
WHVR	Hanover, Pa.	1280	LS-1,000 N-500
WHWB	Rutland, Vt.	1000	D-1,000
†WHWD	Hollywood, Fla.	1320	D-1,000
WHWL	Nanticoke, Pa.	730	D-1,000
WHYN	Holyoke, Mass.	560	1,000
WHYU	Newport News, Va.	1270	D-1,000
WIAC	Santurce, P.R.	740	10,000
WIAM	Williamston, N.C.	900	D-1,000
WIBA	Madison, Wis.	1310	5,000
WIBB	Macon, Ga.	1280	D-1,000
WIBC	Indianapolis, Ind.	1070	LS-50,000 N-10,000
WIBG	Philadelphia, Pa.	990	10,000
WIBK	Knoxville, Tenn.	800	D-1,000
WIBM	Jackson, Mich.	1450	250
WIBR	Baton Rouge, La.	1300	1,000
WIBU	Poynette, Wis.	1240	250
WIBV	Belleville, Ill.	1060	D-250
WIBW	Topeka, Kans.	580	5,000
WIBX	Utica, N.Y.	950	5,000
WICA	Ashtabula, Ohio	970	LS-5,000 N-1,000
WICC	Bridgeport, Conn.	600	LS-1,000 N-500
WICH	Norwich, Conn.	1400	250
WICY	Malone, N.Y.	1490	250
WIDE	Biddeford, Me.	1400	250
WIEL	Elizabethtown, Ky.	1400	250
WIFM	Elkin, N. C.	1540	D-250
WIGM	Medford, Wis.	1490	250
WIHL	Hammond, La.	730	D-250
WIKB	Iron River, Mich.	1230	250
WIKC	Bogalusa, La.	1490	250
WIKK	Erie, Pa.	1330	5,000
WIKY	Evansville, Ind.	820	D-250
WIL	St. Louis, Mo.	1430	5,000
†WILB	Williamsburg, Va.	740	D-500
WILD	Birmingham, Ala.	1490 *850	250 *LS-5,000 *N-1,000
WILE	Cambridge, O.	1270	D-1,000
WILK	Wilkes-Barre, Pa.	980	LS-5,000 N-1,000
WILL	Urbana, Ill.	580	D-5,000
WILM	Wilmington, Del.	1450	250
WILS	Lansing, Mich.	1320	1,000 *LS-5,000 *N-1,000
WIMA	Lima, O.	1150	1,000
WIMS	Michigan City, Ind.	1420	D-1,000 *LS-1,000 *N-500
WINA	Charlottesville, Va.	1280	D-1,000
WINC	Winchester, Va.	1400	250
WIND	Chicago, Ill.	560	5,000
WING	Dayton, Ohio	1410	5,000
WINK	Ft. Myers, Fla.	1240	250
WINN	Louisville, Ky.	1240	250
WINR	Binghamton, N.Y.	1490 *680	250 *LS-1,000 *N-500
WINS	New York, N.Y.	1010	50,000
WINX	Rockville, Md.	1600	D-1,000
WINZ	Hollywood, Fla.	940	1,000 *LS-50,000 *N-10,000
WIOD	Miami, Fla.	610	5,000
WIOU	Kokomo, Ind.	1350	1,000
WIP	Philadelphia, Pa.	610	5,000
WIPC	Lake Wales, Fla.	1280	D-1,000
WIPR	Santurce, P.R.	940	10,000
WIRA	Ft. Pierce, Fla.	1400	250
WIRB	Enterprise, Ala.	1230	250
WIRC	Hickory, N.C.	630	D-1,000
WIRE	Indianapolis, Ind.	1430	5,000
WIRJ	Humboldt, Tenn.	740	D-250
WIRK	W. Palm Beach, Fla.	1290	1,000
WIRL	Peoria, Ill.	1290	5,000
WIRO	Ironton, O.	1230	250
WIRY	Plattsburg, N.Y.	1340	250
WIS	Columbia, S.C.	560	5,000
WISC	Madison, Wis.	1480	1,000
WISE	Asheville, N.C.	1230 *1310	250 *LS-5,000 *N-1,000
WISH	Indianapolis, Ind.	1310	LS-5,000 N-1,000
WISL	Shamokin, Pa.	1480	1,000
WISN	Milwaukee, Wis.	1150	5,000
WISR	Butler, Pa.	680	D-250
WIST	Charlotte, N.C.	930	LS-5,000 N-1,000
WITA	San Juan, P.R.	1400	250
WITH	Baltimore, Md.	1230	250
WITZ	Jasper, Ind.	990	D-1,000
WIVI	Christiansted, St. Croix, V.I.	1230	250
WIVY	Jacksonville, Fla.	1050	D-1,000
WIZE	Springfield, O.	1340	250
WJAC	Johnstown, Pa.	1400	250
WJAG	Norfolk, Nebr.	780	LS-1,000 L-N-1,000
WJAM	Marion, Ala.	1310	D-1,000
WJAR	Providence, R.I.	920	5,000
WJAS	Pittsburgh, Pa.	1320	5,000
WJAT	Swainsboro, Ga.	800	D-1,000
WJAX	Jacksonville, Fla.	930	5,000
WJAY	Mullins, S.C.	1280	D-1,000
WJBB	Haleyville, Ala.	1230	250
WJBC	Bloomington, Ill.	1230	250
WJBF	Augusta, Ga.	1230	250
WJBK	Detroit, Mich.	1490	250
WJBO	Baton Rouge, La.	1150	5,000
WJBS	Deland, Fla.	1490	250
WJBW	New Orleans, La.	1230	250
WJBY	Gadsden, Ala.	1240	250
WJCD	Seymour, Ind.	1390	D-500
WJCM	Sebring, Fla.	1340	250
WJDA	Quincy, Mass.	1300	D-1,000
WJDX	Jackson, Miss.	1300	LS-5,000 N-1,000
WJEF	Grand Rapids, Mich.	1230	250
WJEH	Gallipolis, O.	990	D-250
WJEJ	Hagerstown, Md.	1240	250
WJEL	Springfield, O.	1600	D-500
WJER	Dover, Ohio	1450	250
WJET	Erie, Pa.	1570	D-250
WJFR	Caguas, P.R.	1240	250
WJHL	Johnson City, Tenn.	910	LS-5,000 N-1,000
WJHO	Opelika, Ala.	1400	250
WJHP	Jacksonville, Fla.	1320	5,000
WJIG	Tullahoma, Tenn.	740	D-250
WJIM	Lansing, Mich.	1240	250
WJIV	Savannah, Ga.	900	D-1,000
WJJD	Chicago, Ill.	1160	LS-50,000 L-N-50,000
WJJJ	Montgomery, Ala.	1170	LS-10,000 N-1,000
WJJL	Niagara Falls, N.Y.	1440	D-1,000
WJJM	Lewisburg, Tenn.	1490	250
WJKO	Springfield, Mass.	1600	D-5,000
WJLB	Detroit, Mich.	1400	250
WJLD	Bessemer, Ala.	1400	250
WJLK	Asbury Park, N.J.	1310	250
WJLS	Beckley, W.Va.	560	LS-1,000 N-500
WJMA	Orange, Va.	1340	250
WJMB	Brookhaven, Miss.	1340	250
WJMC	Rice Lake, Wis.	1240	250
WJMJ	Philadelphia, Pa.	1540	D-1,000
WJMO	Cleveland, Ohio	1540	D-1,000
WJMR	New Orleans, La.	990	D-250
WJMS	Ironwood, Mich.	630	1,000
WJMW	Athens, Ala.	1010	D-250
WJMX	Florence, S.C.	970	LS-5,000 N-1,000
WJNC	Jacksonville, N.C.	1240	250
WJNO	W. Palm Beach, Fla.	1230	250
WJOB	Hammond, Ind.	1230	250
WJOC	Jamestown, N.Y.	1340	250
WJOI	Florence, Ala.	1340	250
WJOL	Joliet, Ill.	1340	250
WJON	St. Cloud, Minn.	1240	250
WJOY	Burlington, Vt.	1230	250
WJPA	Washington, Pa.	1450	250
WJPD	Ishpeming, Mich.	1240	250
WJPF	Herrin, Ill.	1340	250
WJPG	Green Bay, Wis.	1440	LS-1,000 N-500
WJPR	Greenville, Miss.	1330	LS-1,000 N-500
WJPS	Evansville, Ind.	1330	LS-5,000 N-1,000
WJQS	Jackson, Miss.	1400	250
WJR	Detroit, Mich.	760	50,000
WJRD	Tuscaloosa, Ala.	1150	LS-5,000 N-1,000
WJRI	Lenoir, N.C.	1340	250
WJSW	Altoona, Pa.	1290	LS-1,000 N-500
WJTN	Jamestown, N.Y.	1240	250
WJVA	South Bend, Ind.	1580	D-250
WJVB	Jacksonville Beach, Fla.	1010	D-250
WJW	Cleveland, Ohio	850	5,000
WJWL	Georgetown, Del.	900	D-1,000
WJXN	Jackson, Miss.	1450	250
WJZ	New York, N.Y.	770	50,000
WJZM	Clarksville, Tenn.	1400	250
WKAB	Mobile, Ala.	840	D-1,000

(Continued on page 442)

AM Stations by Call Letters

(Continued from page 441)

Call Letters	City	Frequency in KC	Power in Watts
WKAI	Macomb, Ill.	1510	D-250
WKAL	Rome, N.Y.	1450	250
WKAM	Warsaw, Ind.	1220	D-250
WKAN	Kankakee, Ill.	1320	D-1,000
WKAP	Allentown, Pa.	1320	1,000
WKAQ	San Juan, P.R.	580	5,000
WKAR	E. Lansing, Mich.	870	D-5,000
WKAT	Miami Beach, Fla.	1360	LS-5,000 N-1,000
WKAY	Glasgow, Ky.	1490	250
WKBB	Dubuque, Ia.	1490	250
WKBC	N. Wilkesboro, N.C.	810	D-1,000
WKBH	La Crosse, Wis.	1410	5,000
WKBI	St. Mary's, Pa.	1400	250
WKBN	Youngstown, O.	570	5,000
WKBO	Harrisburg, Pa.	1230	250
WKBR	Manchester, N.H.	1240	250
WKBS	Oyster Bay, L.I.	1520	D-250
WKBV	Richmond, Ind.	1490	250
WKBW	Buffalo, N.Y.	1520	50,000
WKBZ	Muskegon, Mich.	850	1,000 *LS-5,000 *N-1,000
WKCT	Bowling Green, Ky.	930	LS-1,000 N-500
WKDA	Nashville, Tenn.	1240	250
WKDK	Newberry, S.C.	1240	250
WKDN	Camden, N.J.	800	D-1,000
†WKEI	Kewanee, Ill.	1450	100
WKEU	Griffin, Ga.	1450	250
WKEY	Covington, Va.	1340	250
WKGN	Knoxville, Tenn.	1340	250
WKHM	Jackson, Mich.	970	1,000
WKIC	Hazard, Ky.	1340	250
WKID	Urbana, Ill.	1580	D-250
WKIN	Kingsport, Tenn.	1320	D-1,000
WKIP	Poughkeepsie, N.Y.	1450	250
WKJB	Mayaguez, P.R.	710	LS-1,000 N-500
WKJG	Ft. Wayne, Ind.	1380	5,000
WKLA	Ludington, Mich.	1450	250
WKLF	Clanton, Ala.	980	D-1,000
WKLJ	Sparta, Wis.	990	D-250
WKLK	Cloquet, Minn.	1230	250
WKLO	Louisville, Ky.	1080	LS-5,000 N-1,000
WKLV	Blackstone, Va.	1490	250
WKLX	Lexington, Ky.	1300	1,000
WKLY	Hartwell, Ga.	980	D-1,000
WKMH	Dearborn, Mich.	1310	LS-5,000 N-1,000
WKNA	Charleston, W.Va.	950	LS-5,000 N-1,000
WKNB	New Britain, Conn.	840	D-1,000
WKNE	Keene, N.H.	1290	5,000
WKNK	Muskegon, Mich.	1600	LS-5,000 N-1,000 *5,000
WKNX	Saginaw, Mich.	1210	D-1,000
WKNY	Kingston, N.Y.	1490	250
WKOK	Sunbury, Pa.	1240	250
WKOP	Binghamton, N.Y.	1360	LS-1,000 N-500
†WKOV	Wellston, O.	1570	D-250
WKOW	Madison, Wis.	1070	LS-10,000 N-5,000
WKOX	Framingham, Mass.	1190	D-1,000
WKOY	Bluefield, W.Va.	1240	250
WKOZ	Kosciusko, Miss.	1340	250
WKPA	New Kensington, Pa.	1150	D-250
WKPT	Kingsport, Tenn.	1400	250
WKRC	Cincinnati, Ohio	550	LS-5,000 N-1,000
WKRG	Mobile, Ala.	710	LS-1,000 N-250 *LS-1,000 *N-500
WKRM	Columbia, Tenn.	1340	250
WKRO	Cairo, Ill.	1490	250
WKRS	Waukegan, Ill.	1220	D-1,000
WKRT	Cortland, N.Y.	920	LS-1,000 N-500
WKRZ	Oil City, Pa.	1340	250
WKSR	Pulaski, Tenn.	730	D-250
WKST	New Castle, Pa.	1280	1,000
WKTG	Thomasville, Ga.	730	D-1,000
WKTM	Mayfield, Ky.	1050	D-1,000
WKTY	La Crosse, Wis.	580	1,000
WKUL	Cullman, Ala.	1340	250
WKVA	Lewistown, Pa.	920	D-1,000
WKVM	San Juan, P. R.	1070	25,000
WKWF	Key West, Fla.	1600	500
WKWK	Wheeling, W.Va.	1400	250
WKXL	Concord, N.H.	1450	250
WKXY	Sarasota, Fla.	1540	D-1,000
WKY	Okla. City, Okla.	930	5,000
WKYB	Paducah, Ky.	570	LS-1,000 N-500
WKYW	Louisville, Ky.	900	D-1,000
WKZO	Kalamazoo, Mich.	590	5,000
WLAC	Nashville, Tenn.	1510	50,000
WLAD	Danbury, Conn.	800	D-250
WLAG	LaGrange, Ga.	1240	250
WLAK	Lakeland, Fla.	1430	1,000
WLAM	Lewiston, Me.	1470	5,000
WLAN	Lancaster, Pa.	1390	1,000
WLAP	Lexington, Ky.	630	LS-5,000 N-1,000
WLAQ	Rome, Ga.	1410	1,000
WLAR	Athens, Tenn.	1450	250
WLAT	Conway, S.C.	1490	250
WLAU	Laurel, Miss.	1490	250
WLAV	Grand Rapids, Mich.	1340	250
WLAW	Lawrence, Mass.	680	50,000
WLAY	Muscle Shoals City, Ala.	1450	250
WLBB	Carrollton, Ga.	1100	D-250
WLBC	Muncie, Ind.	1340	250
WLBE	Leesburg, Fla.	790	1,000
WLBG	Laurens, S.C.	860	D-250
WLBH	Mattoon, Ill.	1170	D-250
WLBJ	Bowling Green, Ky.	1410	LS-5,000 N-1,000
WLBK	De Kalb, Ill.	1360	D-500
WLBL	Auburndale, Wis.	930	D-5,000
WLBR	Lebanon, Pa.	1270	1,000
WLBS	Birmingham, Ala.	900	D-1,000
WLBZ	Bangor, Me.	620	5,000
WLCK	Campbellsville, Ky.	1450	250
WLCM	Lancaster, S.C.	1360	D-1,000
WLCR	Torrington, Conn.	990	D-1,000
WLCS	Baton Rouge, La.	1400	250
WLCX	La Crosse, Wis.	1490	250
WLDS	Jacksonville, Ill.	1180	D-1,000
WLDY	Ladysmith, Wis.	1340	250
WLEA	Hornell, N.Y.	1480	D-1,000
WLEC	Sandusky, Ohio	1450	250
WLEE	Richmond, Va.	1480	5,000
WLET	Toccoa, Ga.	1420	D-1,000
WLEU	Erie, Pa.	1450	250
WLEW	Bad Axe, Mich.	1540	D-250
WLEX	Lexington, Ky.	1340	250
†WLFH	Little Falls, N.Y.	1230	100
WLIB	New York, N.Y.	1190	LS-1,000 L-N-1,000
WLIL	Lenoir City, Tenn.	730	D-500
WLIN	Merrill, Wis.	550	1,000
WLIO	E. Liverpool, O.	1570	D-1,000
WLIP	Kenosha, Wis.	1050	D-250
WLIZ	Bridgeport, Conn.	1300	D-1,000
WLLH	Lowell, Mass.	1400	250
WLNA	Peekskill, N.Y.	1420	D-500
WLNH	Laconia, N.H.	1340	250
WLOA	Braddock, Pa.	1550	D-1,000
WLOE	Leaksville, N.C.	1490	250
WLOF	Orlando, Fla.	950	5,000
WLOG	Logan, W.Va.	1230	250
WLOH	Princeton, W.Va.	1490	250
WLOI	La Porte, Ind.	1540	D-250
WLOK	Lima, O.	1240	250
WLOL	Minneapolis, Minn.	1330	5,000
WLOS	Asheville, N.C.	1380	LS-5,000 N-1,000
WLOU	Louisville, Ky.	1350	D-1,000
WLOW	Portsmouth, Va.	1400	250
WLOX	Biloxi, Miss.	1490	250
WLPM	Suffolk, Va.	1450	250
WLPO	La Salle, Ill.	1220	D-250
WLRP	New Albany, Ind.	1570	D-1,000
WLS	Chicago, Ill.	890	50,000
WLSI	Pikeville, Ky.	900	D-1,000
WLTC	Gastonia, N.C.	1370	D-1,000
WLVA	Lynchburg, Va.	590	1,000
WLW	Cincinnati, O.	700	50,000
WLXW	Carlisle, Pa.	1380	D-1,000
WLYC	Williamsport, Pa.	1050	D-1,000
WLYN	Lynn, Mass.	1360	D-1,000
WMAJ	State College, Pa.	1450	250
WMAK	Nashville, Tenn.	1300	5,000
WMAL	Washington, D.C.	630	5,000
WMAM	Marinette, Wis.	570	LS-250 N-100
WMAN	Mansfield, Ohio	1400	250
WMAP	Monroe, N.C.	1060	D-250
WMAQ	Chicago, Ill.	670	50,000
WMAS	Springfield, Mass.	1450	250
WMAW	Milwaukee, Wis.	1250	5,000
WMAY	Springfield, Ill.	970	LS-1,000 N-500
WMAZ	Macon, Ga.	940	10,000
WMBC	Macon, Miss.	1400	250
WMBD	Peoria, Ill.	1470	5,000
WMBG	Richmond, Va.	1380	5,000
WMBH	Joplin, Mo.	1450	250
WMBI	Chicago, Ill.	1110	LS-5,000 L-N-5,000
WMBL	Morehead City, N.C.	740	D-1,000
WMBM	Miami Beach, Fla.	800	D-1,000
WMBN	Petoskey, Mich.	1340	250
WMBO	Auburn, N.Y.	1340	250
WMBR	Jacksonville, Fla.	1460	5,000
WMBS	Uniontown, Pa.	590	1,000
WMC	Memphis, Tenn.	790	5,000
WMCA	New York, N.Y.	570	5,000
WMCK	McKeesport, Pa.	1360	1,000
WMDD	Fajardo, P.R.	1490	250
WMDN	Midland, Mich.	1490	250
WMEV	Marion, Va.	1010	D-1,000
WMEX	Boston, Mass.	1510	5,000
†WMFC	Monroeville, Ala.	1220	D-250
WMFD	Wilmington, N.C.	630	1,000
WMFG	Hibbing, Minn.	1240	250
WMFJ	Daytona Beach, Fla.	1450	250
WMFR	High Point, N.C.	1230	250
WMFS	Chattanooga, Tenn.	1260	D-1,000
WMFT	Florence, Ala.	1240	250
WMGA	Moultrie, Ga.	1400	250
WMGM	New York, N.Y.	1050	50,000
WMGR	Bainbridge, Ga.	1490	250
WMGW	Meadville, Pa.	1490	250
WMGY	Montgomery, Ala.	800	D-1,000
WMID	Atlantic City, N.J.	1340	250
WMIE	Miami, Fla.	1140	LS-10,000 N-5,000
WMIK	Middlesboro, Ky.	560	D-500
WMIL	Milwaukee, Wis.	1290	D-1,000
WMIN	St. Paul, Minn.	1400	250
WMIQ	Iron Mt., Mich.	1450	250
WMIS	Natchez, Miss.	1240	250
WMIX	Mt. Vernon, Ill.	940	D-1,000
WMJM	Cordele, Ga.	1490	250
WMLS	Sylacauga, Ala.	1290	D-1,000
WMLT	Dublin, Ga.	1340	250
WMMB	Melbourne, Fla.	1240	250
WMMN	Fairmont, W.Va.	920	5,000
WMMT	McMinnville, Tenn.	1230	250
WMMW	Meriden, Conn.	1470	D-1,000
WMNB	N. Adams, Mass.	1230	250
WMNC	Morganton, N.C.	1490	250
WMNE	Menomonie, Wis.	1360	D-500
WMOA	Marietta, O.	1490	250
WMOC	Covington, Ga.	1490	250
WMOD	Moundsville, W.Va.	1470	D-1,000
WMOG	Brunswick, Ga.	1490	250
WMOH	Hamilton, O.	1450	250
WMOK	Metropolis, Ill.	920	D-500
WMON	Montgomery, W. Va.	1340	250
WMOU	Berlin, N.H.	1230	250
WMOX	Meridian, Miss.	1240	250
†WMPA	Aberdeen, Miss.	1240	250
WMPC	Lapeer, Mich.	1230	SH-250
WMPM	Smithfield, N.C.	1270	D-1,000
WMPS	Memphis, Tenn.	680	LS-10,000 N-5,000
WMRA	Myrtle Beach, S.C.	1450	250
WMRC	Greenville, S.C.	1440	5,000
WMRF	Lewistown, Pa.	1490	250
WMRN	Marion, O.	1490	250
WMRO	Aurora, Ill.	1280	D-250
WMRP	Flint, Mich.	1510	D-250
WMRY	New Orleans, La.	600	D-500
WMSA	Massena, N.Y.	1340	250
WMSC	Columbia, S.C.	1320	1,000
WMSL	Decatur, Ala.	1400	250
WMT	Cedar Rapids, Ia.	600	5,000
WMTC	Van Cleve, Ky.	730	D-1,000
WMTE	Manistee, Mich.	1340	250
WMTR	Morristown, N.J.	1250	D-1,000
WMUR	Manchester, N.H.	610	LS-5,000 N-1,000
WMUS	Muskegon, Mich.	1090	D-1,000
WMUU	Greenville, S.C.	1260	D-1,000
WMVA	Martinsville Va.	1460	250
WMVG	Milledgeville, Ga.	1450	250
WNAB	Bridgeport, Conn.	1450	250
WNAC	Boston, Mass.	1260	5,000
WNAD	Norman, Okla.	640	D-1,000
WNAE	Warren, Pa.	1310	D-1,000
WNAG	Grenada, Miss.	1400	250
WNAH	Nashville, Tenn.	1360	D-1,000
WNAM	Neenah, Wis.	1280	1,000
WNAO	Raleigh, N.C.	850	LS-10,000 N-5,000
WNAR	Norristown, Pa.	1110	D-500
WNAT	Natchez, Miss.	1450	250
WNAV	Annapolis, Md.	1430	1,000
WNAW	N. Adams, Mass.	860	D-250
WNAX	Yankton, S.D.	570	5,000
WNBC	New York, N.Y.	660	50,000
WNBF	Binghamton, N.Y.	1290	5,000
WNBH	New Bedford, Mass.	1340	250
WNBS	Murray, Ky.	1340	250
WNBZ	Saranac Lake, N.Y.	1450	250
†WNCA	Siler City, N. C.	1570	D-1,000
WNCC	Barnesboro, Pa.	950	D-500
WNDB	Daytona Beach, Fla.	1150	D-1,000 *1,000
WNDR	Syracuse, N.Y.	1260	5,000
WNEB	Worcester, Mass.	1230	250
WNEL	San Juan, P.R.	860	5,000
WNER	Live Oak, Fla.	1450	250
WNEW	New York, N.Y.	1130	10,000 *50,000
WNEX	Macon, Ga.	1400	250
WNGO	Mayfield, Ky.	1320	D-1,000
WNHC	New Haven, Conn.	1340	250
WNJR	Newark, N.J.	1430	5,000
WNLC	New London, Conn.	1490	250
WNLK	Norwalk, Conn.	1350	500
WNMP	Evanston, Ill.	1590	D-1,000
WNNC	Newton, N.C.	1230	250
WNNT	Warsaw, Va.	690	D-250
WNOE	New Orleans, La.	1060	LS-50,000 N-5,000
WNOK	Columbia, S.C.	1230	250
WNOP	Newport, Ky.	740	D-1,000
WNOR	Norfolk, Va.	1230	250
WNOW	York, Pa.	1250	D-1,000
WNOX	Knoxville, Tenn.	990	10,000
WNPT	Northport, Ala.	1280	D-1,000
WNVA	Norton, Va.	1450	250
WNXT	Portsmouth, O.	1260	1,000
WNYC	New York, N.Y.	830	LS-1,000 L-N-1,000
WOAI	San Antonio, Tex.	1200	50,000
WOAP	Owosso, Mich.	1080	D-250
WOAY	Oak Hill, W.Va.	860	D-5,000
WOBS	Jacksonville, Fla.	1360	D-1,000
WOBT	Rhinelander, Wis.	1240	250
WOC	Davenport, Ia.	1420	5,000
WOCB	W. Yarmouth, Mass.	1240	250
WOHI	East Liverpool, O.	1490	250
WOHP	Bellefontaine, O.	1390	D-500
WOHS	Shelby, N.C.	730	D-250
WOI	Ames, Iowa	640	D-5,000
WOKE	Oak Ridge, Tenn.	1430	D-1,000
WOKO	Albany, N.Y.	1460	5,000
WOKW	Sturgeon Bay, Wis.	1050	D-250
WOKY	Milwaukee, Wis.	920	1,000
WOKZ	Alton, Ill.	1570	D-1,000
WOL	Washington, D.C.	1450	250
WOLF	Syracuse, N.Y.	1490	250
WOLS	Florence, S.C.	1230	250
WOMI	Owensboro, Ky.	1490	250
WOMT	Manitowoc, Wis.	1240	250
WOND	Pleasantville, N.J.	1400	250
WONE	Dayton, O.	980	5,000
WONN	Lakeland, Fla.	1230	250
WONS	Hartford, Conn.	1410	5,000
WONW	Defiance, O.	1280	500
WOOD	Grand Rapids, Mich.	1300	5,000
WOOF	Dothan, Ala.	560	D-1,000 *D-5,000
WOOK	Washington, D. C.	1340	250
WOPA	Oak Park, Ill.	1490	250
WOPI	Bristol, Tenn.	1490	250
WOR	New York, N.Y.	710	50,000
WORA	Mayaguez, P.R.	1150	1,000
WORC	Worcester, Mass.	1310	1,000
WORD	Spartanburg, S.C.	910	1,000
WORK	York, Pa.	1350	LS-5,000 N-1,000
WORL	Boston, Mass.	950	D-5,000
WORZ	Orlando, Fla.	740	1,000
WOSC	Fulton, N.Y.	1300	D-1,000
WOSH	Oshkosh, Wis.	1490	250
WOSU	Columbus, Ohio	820	LS-5,000 L-N-5,000
WOTW	Nashua, N.H.	900	D-1,000
WOV	New York, N.Y.	1280	5,000
WOW	Omaha, Neb.	590	5,000
WOWO	Ft. Wayne, Ind.	1190	10,000
WOXF	Oxford, N.C.	1340	250
†WPAA	Mayaguez, P.R.	1190	250
WPAB	Ponce, P.R.	550	LS-5,000 N-1,000
WPAC	Patchogue, N.Y.	1580	D-250
WPAD	Paducah, Ky.	1450	250
WPAG	Ann Arbor, Mich.	1050	D-1,000
WPAL	Charleston, S.C.	730	D-1,000
WPAM	Pottsville, Pa.	1450	250
WPAQ	Mt. Airy, N.C.	740	D-1,000
WPAR	Pakersburg, W.Va.	1450	250
WPAT	Paterson, N.J.	930	5,000
WPAW	Pawtucket, R.I.	1380	D-500
WPAX	Thomasville, Ga.	1240	250
WPAY	Portsmouth, O.	1400	250
WPAZ	Pottstown, Pa.	1370	D-1,000
WPBB	Jackson, Ala.	1290	D-1,000
WPBC	Minneapolis, Minn.	980	D-500
WPCF	Panama City, Fla.	1400	250
WPDQ	Jacksonville, Fla.	600	5,000
WPDX	Clarksburg, W.Va.	750	D-1,000
WPEN	Philadelphia, Pa.	950	5,000
WPEO	Peoria, Ill.	1020	D-1,000
WPEP	Taunton, Mass.	1570	D-1,000

Call Letters	City	Frequency in KC	Power in Watts
WPFB	Middletown, O.	910	LS-1,000 N-100
WPGH	Pittsburgh, Pa.	1080	D-1,000
WPGW	Portland, Ind.	1440	D-500
WPIC	Sharon, Pa.	790	D-1,000
WPIK	Alexandria, Va.	730	D-1,000
WPIN	Clearwater, Fla.	680	D-1,000
WPIT	Pittsburgh, Pa.	730	D-1,000
WPJB	Providence, R.I.	1420	5,000
WPKE	Pikeville, Ky.	1240	250
WPKY	Princeton, Ky.	1580	D-250
WPLA	Plant City, Fla.	1570	D-250
WPLH	Huntington, W.Va.	1450	250
WPLI	Jackson, Tenn.	1490	250
WPMP	Pascagoula, Miss.	1580	D-250
WPNF	Brevard, N.C.	1240	250
WPOR	Portland, Me.	1490	250
WPPA	Pottsville, Pa.	1360	LS-1,000 N-500
WPRA	Mayaguez, P.R.	990	10,000
WPRC	Lincoln, Ill.	1370	D-500
†WPRE	Prairie Du Chien, Wis.	1280	D-500
WPRO	Providence, R.I.	630	5,000
WPRP	Ponce, P.R.	910	5,000
WPRS	Paris, Ill.	1440	D-500
†WPRT	Prestonburg, Ky.	960	D-1,000
WPTF	Raleigh, N.C.	680	50,000
WPTR	Albany, N.Y.	1540	50,000
WPTW	Piqua, Ohio	1570	D-250
WPUV	Pulaski, Va.	1230	250
WPWA	Chester, Pa.	1590	1,000
WQAM	Miami, Fla.	560	LS-5,000 N-1,000
WQAN	Scranton, Pa.	630	D-500
WQBC	Vicksburg, Miss.	1420	LS-1,000 N-500
WQUA	Moline, Ill.	1230	250
WQXI	Buckhead, Ga.	790	D-5,000
WQXR	New York, N.Y.	1560	10,000
WRAC	Racine, Wis.	1460	D-500
WRAD	Radford, Va.	1340	250
WRAG	Carrolton, Ala.	590	D-1,000
WRAK	Williamsport, Pa.	1400	250
WRAL	Raleigh, N.C.	1240	250
†WRAP	Norfolk, Va.	1050	D-500
WRAW	Reading, Pa.	1340	250
WRAY	Princeton, Ind.	1250	D-1,000
WRBC	Jackson, Miss.	620	LS-5,000 N-1,000
WRBL	Columbus, Ga.	1420	5,000
WRC	Washington, D.C.	980	5,000
WRCO	Richland Center, Wis.	1450	250
WRCS	Ahoskie, N.C.	970	D-1,000
WRDO	Augusta, Maine	1400	250
WRDW	Augusta, Ga.	1480	5,000
WREB	Holyoke, Mass.	930	D-500
WREC	Memphis, Tenn.	600	5,000
WREL	Lexington, Va.	1450	250
WREN	Topeka, Kans.	1250	5,000
WREV	Reidsville, N.C.	1220	D-250
WREX	Duluth, Minn.	1080	LS-10,000 N-5,000
WRFC	Athens, Ga.	960	LS-1,000 N-500
WRFD	Worthington, O.	880	D-5,000
WRFS	Alexander City, Ala.	1050	D-1,000
WRFW	Eau Claire, Wis.	1050	D-1,000
WRGA	Rome, Ga.	1470	5,000
WRHC	Jacksonville, Fla.	1400	250
WRHI	Rock Hill, S.C.	1340	250
WRIA	Caguas, P.R.	1450	250
WRIB	Providence, R.I.	1220	D-1,000
WRIC	Richlands, Va.	1050	D-1,000
WRIO	Rio Piedras, P.R.	1320	1,000
WRJM	Newport, R.I.	1540	D-1,000
WRJN	Racine, Wis.	1400	250
WRJW	Picayune, Miss.	1320	D-1,000 *D-5,000
WRLD	Lanett, Ala.	1490	250
WRMN	Elgin, Ill.	1410	D-500
WRNL	Richmond, Va.	910	5,000
WRNO	Orangeburg, S.C.	1450	250
WRNY	Rochester, N.Y.	680	D-250
WROB	West Point, Miss.	1450	250
WROD	Daytona Beach, Fla.	1340	250
WROK	Rockford, Ill.	1440	LS-1,000 N-500
WROL	Knoxville, Tenn.	620	5,000
WROM	Rome, Ga.	710	D-1,000
WRON	Ronceverte, W.Va.	1400	250
†WROS	Scottsboro, Ala.	1330	D-1,000
WROV	Roanoke, Va.	1240	250
WROW	Albany, N.Y.	590	LS-5,000 N-1,000
WROX	Clarksdale, Miss.	1450	250
WROY	Carmi, Ill.	1460	D-1,000
WRR	Dallas, Tex.	1310	5,000
WRRF	Washington, N.C.	930	LS-5,000 N-1,000
WRRZ	Clinton, N.C.	880	D-1,000
†WRSW	Warsaw, Ind.	1480	500
WRTA	Altoona, Pa.	1240	250
WRUF	Gainesville, Fla.	850	5,000
WRUN	Utica, N.Y.	1150	LS-5,000 N-1,000
WRVA	Richmond, Va.	1140	50,000
WRXO	Roxboro, N.C.	1430	D-1,000
WRYO	Rochester, Pa.	1050	D-250
WSAI	Cincinnati, O.	1360	5,000
WSAJ	Grove City, Pa.	1340	SH-100
WSAL	Logansport, Ind.	1230	250
WSAM	Saginaw, Mich.	1400	250
WSAN	Allentown, Pa.	1470	5,000
WSAP	Portsmouth, Va.	1350	5,000
WSAR	Fall River, Mass.	1480	5,000
WSAT	Salisbury, N.C.	1280	1,000
WSAU	Wausau, Wis.	1400	250
WSAV	Savannah, Ga.	630	5,000
WSAY	Rochester, N.Y.	1370	1,000 *5,000
WSAZ	Huntington, W.Va.	930	LS-5,000 N-1,000
WSB	Atlanta, Ga.	750	50,000
WSBA	York, Pa.	910	1,000
WSBB	New Smyrna Beach, Fla.	1230	100
WSBC	Chicago, Ill.	1240	250
WSBT	South Bend, Ind.	960	5,000
WSCR	Scranton, Pa.	1320	LS-1,000 N-500
WSDC	Marine City, Mich.	1590	D-1,000
WSDR	Sterling, Ill.	1240	100
WSFA	Montgomery, Ala.	1400	LS-5,000 N-1,000
WSFC	Somerset, Ky.	1240	250
WSFT	Thomaston, Ga.	1220	D-250
WSGC	Elberton, Ga.	1400	250
WSGN	Birmingham, Ala.	610	LS-5,000 N-1,000
WSGW	Saginaw, Mich.	790	1,000
WSHB	Stillwater, Minn.	1220	D-250
WSIC	Statesville, N.C.	1400	250
WSID	Essex, Md.	1010	D-1,000
WSIP	Paintsville, Ky.	1490	250
WSIR	Winter Haven, Fla.	1490	250
WSIV	Pekin, Ill.	1140	D-1,000
WSIX	Nashville, Tenn.	980	5,000
WSJS	Winston-Salem, N.C.	600	5,000
WSKB	McComb, Miss.	1250	LS-5,000 N-500
WSKI	Montpelier, Vt.	1240	250
WSKY	Asheville, N. C.	1230	250
WSLB	Ogdensburg, N.Y.	1400	250
WSLI	Jackson, Miss.	930	5,000
†WSLM	Salem, Ind.	1220	D-250
WSLS	Roanoke, Va.	610	1,000
WSM	Nashville, Tenn.	650	50,000
WSMB	New Orleans, La.	1350	5,000
WSMI	Litchfield, Ill.	1540	D-1,000
WSNJ	Bridgeton, N.J.	1240	250
WSNW	Seneca, S.C.	1150	D-1,000
WSNY	Schenectady, N.Y.	1240	250
WSOC	Charlotte, N.C.	1240	250
WSOK	Nashville, Tenn.	1470	D-1,000
WSON	Henderson, Ky.	860	D-500
WSOO	Sault Ste. Marie, Mich.	1230	LS-250 N-100
WSOY	Decatur, Ill.	1340	250
WSPA	Spartanburg, S.C.	950	5,000
WSPB	Sarasota, Fla.	1450	250
WSPC	Anniston, Ala.	1390	LS-5,000 N-1,000
WSPD	Toledo, Ohio	1370	5,000
WSPR	Springfield, Mass.	1270	1,000
WSPT	Stevens Point, Wis.	1010	D-250
WSRS	Cleveland Hgts., O.	1490	250
WSSB	Durham, N.C.	1490	250
WSSO	Starkville, Miss.	1230	250
WSSV	Petersburg, Va.	1240	250
WSTA	Charlotte Amalie, St. Thomas, V.I.	1340	250
WSTC	Stamford, Conn.	1400	250
WSTP	Salisbury, N.C.	1490	250
WSTR	Sturgis, Mich.	1460	D-500
WSTV	Steubenville, Ohio	1340	250
WSUI	Iowa City, Iowa	910	5,000
WSUN	St. Petersburg, Fla.	620	5,000
WSVA	Harrisonburg, Va.	550	1,000
WSVS	Crewe, Va.	800	D-1,000
WSWN	Belle Glade, Fla.	900	D-1,000
WSYB	Rutland, Vt.	1380	1,000
WSYD	Mt. Airy, N.C.	1240	250
WSYR	Syracuse, N.Y.	570	5,000
WTAC	Flint, Mich.	600	LS-1,000 N-500
WTAD	Quincy, Ill.	930	1,000
WTAG	Worcester, Mass.	580	5,000
WTAL	Tallahassee, Fla.	1270	5,000
WTAM	Cleveland, Ohio	1100	50,000
WTAN	Clearwater, Fla.	1340	250
WTAO	Cambridge, Mass.	740	D-250
WTAQ	La Grange, Ill.	1300	D-500
WTAR	Norfolk, Va.	790	5,000
WTAW	College Station, Tex.	1150	D-1,000
WTAX	Springfield, Ill.	1240	250
WTBC	Tuscaloosa, Ala.	1230	250
WTBF	Troy, Ala.	1490	250
WTBO	Cumberland, Md.	1450	250
WTCH	Shawano, Wis.	960	D-1,000 *1,000
WTCJ	Tell City, Ind.	1230	250
WTCM	Traverse City, Mich.	1400	250
WTCN	Minneapolis, Minn.	1280	LS-5,000 N-1,000
WTCO	Campbellsville, Ky.	1150	D-1,000
WTEL	Philadelphia, Pa.	860	D-250
WTHI	Terre Haute, Ind.	1480	1,000
WTHT	Hartford, Conn.	1230	250
WTIC	Hartford, Conn.	1080	50,000
WTIK	Durham, N.C.	1310	LS-1,000 N-500
WTIL	Mayaguez, P.R.	1300	1,000
†WTIM	Taylorville, Ill.	1410	D-1,000
WTIP	Charleston, W.Va.	1240	250
WTIX	New Orleans, La.	1450	250
WTJH	East Point, Ga.	1260	D-1,000 *D-5,000
WTJS	Jackson, Tenn.	1390	1,000
WTKM	Hartford, Wis.	1540	D-500
WTMA	Charleston, S.C.	1250	LS-5,000 N-1,000
WTMC	Ocala, Fla.	1290	1,000
WTMJ	Milwaukee, Wis.	620	5,000
WTMV	E. St. Louis, Ill.	1490	250
WTNC	Thomasville, N.C.	790	D-1,000
WTND	Orangeburg, S.C.	1270	D-1,000
WTNJ	Trenton, N.J.	1300	D-250
WTNS	Coshocton, Ohio	1560	D-1,000
WTNT	Tallahassee, Fla.	1450	250
WTOB	Winston-Salem, N.C.	1380	1,000
WTOC	Savannah, Ga.	1290	5,000
WTOD	Toledo, Ohio	1560	D-1,000
WTOK	Meridian, Miss.	1450	250
WTOL	Toledo, Ohio	1230	250
WTON	Staunton, Va.	1400	250
WTOP	Washington, D.C.	1500	50,000
WTOR	Torrington, Conn.	1490	250
WTPR	Paris, Tenn.	710	D-250
WTPS	New Orleans, La.	940	LS-1,000 N-500
WTRC	Elkhart, Ind.	1340	250
WTRF	Bellaire, O.	1290	D-1,000
WTRR	Sanford, Fla.	1400	250
WTRW	Two Rivers, Wis.	1590	D-500
WTRY	Troy, N.Y.	980	5,000
WTSA	Brattleboro, Vt.	1450	250
WTSB	Lumberton, N.C.	1340	250
WTSL	Hanover, N.H.	1400	250
WTSP	St. Petersburg, Fla.	1380	5,000
WTSV	Claremont, N.H.	1230	250
WTTH	Port Huron, Mich.	1380	1,000
WTTM	Trenton, N.J.	920	1,000
WTTN	Watertown, Wis.	1580	D-250
WTTS	Bloomington, Ind.	1370	LS-5,000 N-500
WTTT	Coral Gables, Fla.	1490	250
WTUX	Wilmington, Del.	1290	D-500
WTVB	Coldwater, Mich.	1590	D-1,000
WTVL	Waterville, Me.	1490	250
WTWA	Thomson, Ga.	1240	250
WTWN	St. Johnsbury, Vt.	1340	250
WTXL	W. Springfield, Mass.	1490	250
WTYC	Rock Hill, S.C.	1150	D-1,000
WTYS	Marianna, Fla.	1340	250
WULA	Eufaula, Ala.	1240	250
WUSJ	Lockport, N.Y.	1340	250
WUSN	Charleston, S.C.	1450	250
WUST	Bethesda, Md.	1120	D-250
WVAM	Altoona, Pa.	1430	1,000
WVCG	Coral Cables, Fla.	1070	D-1,000
WVCH	Chester, Pa.	740	D-250
WVEC	Hampton, Va.	1490	250
WVET	Rochester, N.Y.	1280	5,000
WVIM	Vicksburg, Miss.	1490	250
WVJP	Caguas, P.R.	1110	250
WVJS	Owensboro, Ky.	1420	1,000
WVKO	Columbus, O.	1580	D-1,000
WVLK	Versailles, Ky.	590	1,000
WVLN	Olney, Ill.	740	D-250
WVMC	Mt. Carmel, Ill.	1360	D-500
WVMI	Biloxi, Miss.	570	D-1,000
WVNJ	Newark, N.J.	620	5,000
WVOK	Birmingham, Ala.	690	D-50,000
WVOM	Brookline, Mass.	1600	5,000
WVOP	Vidalia, Ga.	1450	250
WVOS	Liberty, N.Y.	1240	250
WVOT	Wilson, N.C.	1420	LS-1,000 N-500
†WVOW	Logan, W.Va.	1290	LS-5,000 N-1,000
WVPO	Stroudsburg, Pa.	840	D-250
WVSC	Somerset, Pa.	990	D-250
WVVW	Fairmont, W.Va.	1490	250
WWBZ	Vineland, N.J.	1360	1,000
WWCA	Gary, Ind.	1270	1,000
WWCO	Waterbury, Conn.	1240	250
WWDC	Washington, D.C.	1260	5,000
WWEZ	New Orleans, La.	690	5,000
WWGP	Sanford, N.C.	1050	D-1,000
WWGS	Tifton, Ga.	1340	250
WWHG	Hornell, N.Y.	1320	D-1,000
WWIN	Baltimore, Md.	1400	250
WWJ	Detroit, Mich.	950	5,000
WWL	New Orleans, La.	870	50,000
WWNC	Asheville, N.C.	570	5,000
WWNH	Rochester, N.H.	930	D-1,000
WWNR	Beckley, W.Va.	620	LS-1,000 N-500
WWNS	Statesboro, Ga.	1490	250
WWNY	Watertown, N.Y.	790	1,000
†WWOC	Manitowoc, Wis.	980	D-500
WWOD	Lynchburg, Va.	1390	1,000
WWOL	Buffalo, N. Y.	1120	D-1,000
WWON	Woonsocket, R.I.	1240	250
WWPA	Williamsport, Pa.	1340	250
WWPB	Miami, Fla.	1450	250
WWPF	Palatka, Fla.	800	D-250
WWPG	Palm Beach, Fla.	1340	250
WWRL	Woodside, N.Y.	1600	5,000
WWSC	Glens Falls, N.Y.	1450 *1410	250 *1,000
WWSO	Springfield, O.	1210	D-250
WWSR	St. Albans, Vt.	1420	D-1,000
WWST	Wooster, Ohio	960	D-1,000
WWSW	Pittsburgh, Pa.	970	5,000
WWVA	Wheeling, W.Va.	1170	50,000
WWWB	Jasper, Ala.	1240	250
WWWF	Fayette, Ala.	990	D-1,000
WWWR	Russellville, Ala.	920	D-1,000
WWWW	Rio Piedras, P.R.	1520	250
WWXL	Peoria, Ill.	1590	1,000
WWYO	Pineville, W.Va.	970	D-1,000
WXAL	Demopolis, Ala.	1400	250
WXGI	Richmond, Va.	950	D-1,000
WXKW	Albany, N.Y.	850	10,000
WXLW	Indianapolis, Ind.	1590	D-1,000
WXRA	Kenmore, N.Y.	1080	D-1,000
WXRF	Guayama, P.R.	1590	1,000
WXYZ	Detroit, Mich.	1270	5,000
WYVE	Wytheville, Va.	1280	D-1,000
WZIP	Covington, Ky.	1050	D-250
WZOB	Fort Payne, Ala.	1250	D-1,000

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA......Sackville, N. B.
CBE........Windsor, Ont.
CBF.......Montreal, Que.
CBG........Gander, Nfld.
CBH........Halifax, N. S.
CBI........Sydney, N. S.
CBJ.....Chicoutimi, Que.
CBK.......Watrous, Sask.
CBL........Toronto, Ont.
CBM......Montreal, Que.
CBN.....St. John's, Nfld.
CBO.........Ottawa, Ont.
CBR....Vancouver, B. C.
CBT....Grand Falls, Nfld.
CBV........Quebec, Que.
CBW.....Winnipeg, Man.
CBX.....Edmonton, Alta.
CBY..Corner Brook, Nfld.
CFAB.....Windsor, N. S.
CFAC......Calgary, Alta.
CFAR....Flin Flon, Man.
CFBC.....St. John, N. B.
CFCF......Montreal, Que.
CFCH....North Bay, Ont.
CFCN......Calgary, Alta.
CFCO......Chatham, Ont.
CFCY......Charlottetown, P.E.I.
CFDA..Victoriaville, Que.
CFGP....Grande Prairie, Alta.
CFJC....Kamloops, B. C.
CFJR.....Brockville, Ont.
CFNB..Fredericton, N. B.
CFOR........Orillia, Ont.
CFOS..Owen Sound, Ont.
CFPA..Port Arthur, Ont.
CFPL.......London, Ont.
CFPR.Prince Rupert, B.C.
CFQC...Saskatoon, Sask.
CFRA.......Ottawa, Ont.
CFRB......Toronto, Ont.
CFRC......Kingston, Ont.
CFRG.Gravelbourg, Sask.
CFRN...Edmonton, Alta.
CHAB..Moose Jaw, Sask.
CHAD........Amos, Que.
CHAT.Medicine Hat, Alta.
CHBD...Saskatoon, Sask.
CHEF.......Granby, Que.
CHEX.Peterborough, Ont.
CHFA....Edmonton, Alta.
CHGB.....St. Anne de la Pocatiere, Que.
CHLN.Three Rivers, Que.
CHLO...St. Thomas, Ont.
CHLP......Montreal, Que.
CHLT...Sherbrooke, Que.
CHML.....Hamilton, Ont.
CHNC.New Carlisle, Que.
CHNO......Sudbury, Ont.
CHNS......Halifax, N. S.
CHOK........Sarnia, Ont.
CHOV....Pembroke, Ont.
CHRC.......Quebec, Que.
CHRL.....Roberval, Que.
CHSJ......St. John, N. B.
CHUB....Nanaimo, B. C.
CHUM......Toronto, Ont.
CHVC.Niagara Falls, Ont.
CHWK..Chilliwack, B. C.
CJAD.....Montreal, Que.
CJAT.........Trail, B. C.
CJAV.Port Alberno, B. C.
CJBC.......Toronto, Ont.
CJBQ.....Belleville, Ont.
CJBR.....Rimouski, Que.
CJCA....Edmonton, Alta.
CJCB......Sydney, N. S.
CJCH.......Halifax, N. S.
CJCS......Stratford, Ont.
CJDC.Dawson Creek, B.C.
CJEM.Edmundston, N. B.
CJFP...Riviere du Loup, Que.
CJFX...Antigonish, N. S.
CJGX......Yorkton, Sask.
CJIB........Vernon, B. C.
CJIC....Sault Ste. Marie, Ont.
CJKL.Kirkland Lake, Ont.
CJLS....Yarmouth, N. S.
CJNB...North Battleford, Sask.
CJNT.......Quebec, Que.
CJOB.....Winnipeg, Man.
CJOC...Lethbridge, Alta.
CJON....St. John's, Nfld.
CJOR...Vancouver, B. C.
CJOY........Guelph, Ont.
CJRL........Kenora, Ont.
CJRW.Summerside, P.E.I.
CJSO..........Sorel, Que.
CJVI.......Victoria, B. C.
CKAC.....Montreal, Que.
CKBB........Barrie, Ont.
CKBI Prince Albert, Sask.
CKBL.......Matane, Que.
CKBW.Bridgewater, N. S.
CKCH..........Hull, Que.
CKCK......Regina, Sask.
CKCL........Truro, N. S.
CKCR....Kitchener, Ont.
CKCV......Quebec, Que.
CKCW....Moncton, N. B.
CKDA.....Victoria, B. C.
CKDM.....Dauphin, Man.
CKEN....Kentville, N. S.
CKEY.......Toronto, Ont.
CKFH......Toronto, Ont.
CKFI..Fort Francis, Ont.
CKGB.....Timmins, Ont.
CKLB.......Oshawa, Ont.
CKLN......Nelson, B. C.
CKLS.....La Sarre, Que.
CKLW......Windsor, Ont.
CKMO..Vancouver, B. C.
CKMR..Newcastle, N. B.
CKNB..Campbellton, N.B.
CKNW.New Westminster, B. C.
CKNX....Wingham, Ont.
CKOC.....Hamilton, Ont.
CKOK....Penticton, B. C.
CKOM...Saskatoon, Sask.
CKOV....Kelowna, B. C.
CKOX...Woodstock, Ont.
CKOY.......Ottawa, Ont.
CKPC.....Brantford, Ont.
CKPG.Prince George, B.C.
CKPR.Fort William, Ont.
CKRC....Winnipeg, Man.
CKRD....Red Deer, Alta.
CKRM......Regina, Sask.
CKRN........Rouyn, Que.
CKRS....Jonquiere, Que.
CKSB..St. Boniface, Man.
CKSF......Cornwall, Ont.
CKSO......Sudbury, Ont.
CKTB.St. Catherines, Ont.
CKTS...Sherbrooke, Que.
CKUA...Edmonton, Alta.
CKVD.....Val d'Or, Que.
CKVL.......Verdun, Que.
CKVM..Ville Marie, Que.
CKWS.....Kingston, Ont.
CKWX..Vancouver, B. C.
CKX......Brandon, Man.
CKXL......Calgary, Alta.
CKY......Winnipeg, Man.
VOAR....St. John's, Nfld.
VOCM....St. John's, Nfld.
VOWR....St. John's, Nfld.

DIRECTORY OF FM STATIONS BY CALL LETTERS

*Construction Permit

Call Letters	Location	Frequency Mcs.	Channel No.
KAKC-FM	Tulsa, Okla.	95.5	238
KALB-FM	Alexandria, La.	96.9	245
KALE-FM	Pasco, Wash.	103.9	280
KARM-FM	Fresno, Calif.	101.9	270
KAYL-FM	Storm Lake, Iowa	101.5	268
KBEE	Modesto, Calif.	103.3	277
KBOA-FM	Kennett, Mo.	98.9	255
KBON-FM	Omaha, Neb.	98.7	254
KBTM-FM	Jonesboro, Ark.	101.9	270
KBUR-FM	Burlington, Iowa	92.9	225
KCBC-FM	Des Moines, Iowa	94.1	231
KCBS-FM	San Francisco, Calif.	103.7	279
KCHR	Charleston, Mo.	101.7	269
KCLE-FM	Cleburne, Tex.	94.3	232
KCMC-FM	Texarkana, Tex.	98.1	251
KCMO-FM	Kansas City, Mo.	94.9	235
KCON-FM	Conway, Ark.	97.7	249
KCRA-FM	Sacramento, Calif.	96.1	241
KCRK	Cedar Rapids, Iowa	96.9	245
KDFC	San Francisco, Calif.	102.1	271
KDKA-FM	Pittsburgh, Pa.	92.9	225
KDNT-FM	Denton, Tex.	106.3	292
KDRO-FM	Sedalia, Mo.	99.7	259
KDTH-FM	Dubuque, Iowa	100.5	263
KDYL-FM	Salt Lake City, Utah	98.7	254
KECA-FM	Los Angeles, Calif.	95.5	238
KEDO	Ontario, Calif.	93.5	228
KENO-FM	Las Vegas, Nev.	103.9	280
KERN-FM	Bakersfield, Calif.	94.1	231
KEX-FM	Portland, Ore.	92.3	222
KFAC-FM	Los Angeles, Calif.	104.3	282
KFAM-FM	St. Cloud, Minn.	104.7	284
KFBK-FM	Sacramento, Calif.	96.9	245
KFDA-FM	Amarillo, Tex.	100.3	262
KFEL-FM	Denver, Col.	97.3	247
KFGQ-FM	Boone, Iowa	99.3	257
KFH-FM	Wichita, Kan.	100.3	262
KFMV	Hollywood, Calif.	94.7	234
KFMY	Fort Dodge, Iowa	102.7	274
KFOR-FM	Lincoln, Nebr.	102.9	275
KFOX-FM	Long Beach, Calif.	102.3	272
KFPW-FM	Fort Smith, Ark.	94.9	235
KFSA-FM	Fort Smith, Ark.	107.1	296
KFSD-FM	San Diego, Calif.	94.1	231
KFUO-FM	Clayton, Mo.	99.1	256
KFVS-FM	Cape Girardeau, Mo.	95.7	239
KFXD-FM	Nampa, Idaho	101.9	270
KGDM-FM	Stockton, Calif.	92.9	225
KGLO-FM	Mason City, Iowa	101.1	266
KGMO-FM	Cape Girardeau, Mo.	97.7	249
KGO-FM	San Francisco, Calif.	106.1	291
KGPO	Grants Pass, Ore.	96.9	245
KGSF	San Francisco, Calif.	97.3	247
KGW-FM	Portland, Ore.	100.3	262
KHJ-FM	Los Angeles, Calif.	101.1	266
KING-FM	Seattle, Wash.	98.1	251
KIRO-FM	Seattle, Wash.	100.7	264
KISS	San Antonio, Tex.	99.5	258
KISW	Seattle, Wash.	99.9	260
KITE-FM	San Antonio, Tex.	97.3	247
KIXL-FM	Dallas, Tex.	104.5	283
KLCN-FM	Blytheville, Ark.	96.1	241
KLTI-FM	Longview, Tex.	105.9	290
KLUF-FM	Galveston, Tex.	98.7	254
KLX-FM	Oakland, Calif.	101.3	267
KLZ-FM	Denver, Col.	94.1	231
KMAR	Bakersfield, Calif.	92.5	223
KMFM	Monroe, La.	104.1	281
KMGM	Los Angeles, Calif.	98.7	254
KMHB	Belton, Tex.	97.1	246
KMJ-FM	Fresno, Calif.	97.9	250
KMUS-FM	Muskogee, Okla.	101.5	268
KMYC-FM	Marysville, Calif.	99.9	260
KNBC-FM	San Francisco, Calif.	99.7	259
KNOB	Long Beach, Calif.	103.1	276
KNX-FM	Los Angeles, Calif.	93.1	226
KOA-FM	Denver, Colo.	95.7	239
KOIN-FM	Portland, Ore.	101.1	266
KOKX-FM	Keokuk, Iowa	102.7	274
KOMA-FM	Oklahoma City, Okla.	94.7	234
KOMO-FM	Seattle, Wash.	98.9	255
KONO-FM	San Antonio, Tex.	92.9	225
KOZY	Rapid City, S.D.	94.7	234
KPFA	Berkeley, Calif.	104.5	283
KPFM	Portland, Ore.	97.1	246
KPOJ-FM	Portland, Ore.	98.7	254
KPOR	Riverside, Calif.	97.5	248
KPRC-FM	Houston, Tex.	102.9	275
KRBA-FM	Lufkin, Tex.	95.5	238
KRE-FM	Berkeley, Calif.	102.9	275
KRED	Eureka, Calif.	96.3	242
KREL-FM	Goose Creek, Tex.	92.1	221
KRFM	Fresno, Calif.	93.7	229
KRIC-FM	Beaumont, Tex.	99.5	258
KRKD-FM	Los Angeles, Calif.	96.3	242
KRLD-FM	Dallas, Tex.	92.5	223
KRMD-FM	Shreveport, La.	101.1	266
KRNT-FM	Des Moines, Iowa	104.5	283
KRON-FM	San Francisco, Calif.	96.5	243
KROS-FM	Clinton, Iowa	96.1	241
KRXK-FM	Rexburg, Ore.	93.7	229
KSBR	San Bruno, Calif.	100.5	263
KSCJ-FM	Sioux City, Iowa	94.9	235
KSEI-FM	Pocatello, Idaho	96.5	243
KSEO-FM	Durant, Okla.	107.3	297
KSJO-FM	San Jose, Calif.	95.3	237
KSL-FM	Salt Lake City, Utah	100.3	262
KSO-FM	Des Moines, Ia.	97.3	247
KSPI-FM	Stillwater, Okla.	93.9	230
†KSRT	Beverly Hills, Calif.	106.3	292
KSTP-FM	St. Paul, Minn.	102.1	271
KSWI-FM	Council Bluffs, Ia.	96.1	241
KTEM-FM	Temple, Tex.	107.5	298
KTFI-FM	Twin Falls, Idaho	99.7	259
KTIS-FM	Minneapolis, Minn.	98.5	253
KTNT	Tacoma, Wash.	97.3	247
KTRB-FM	Modesto, Calif.	104.1	281
KTRH-FM	Houston, Tex.	101.1	266
KTSA-FM	San Antonio, Tex.	101.5	268
KTTS-FM	Springfield, Mo.	94.7	234
KTUL-FM	Tulsa, Okla.	97.1	246
KTYL-FM	Mesa, Ariz.	104.7	284
KUGN-FM	Eugene, Ore.	99.1	256
KUOA-FM	Siloam Springs, Ark.	105.7	289
KURV-FM	Edinburg, Tex.	104.9	285
KUTE	Glendale, Calif.	101.9	270
KVCI	Chico, Calif.	101.1	266
KVME	Merced, Calif.	97.5	248
KVOE-FM	Santa Ana, Calif.	96.7	244
KVOL-FM	Lafayette, La.	96.1	241
KVRE	Redding, Calif.	103.9	280
KWBW-FM	Hutchinson, Kan.	93.1	226
KWFT-FM	Wichita Falls, Tex.	99.9	260
KWIL-FM	Albany, Ore.	101.7	269
KWKH-FM	Shreveport, La.	94.5	233
KWKW-FM	Pasadena, Calif.	98.3	252
KWLK-FM	Longview, Wash.	103.9	280
KWNO-FM	Winona, Minn.	97.5	248
KWOC-FM	Poplar Bluff, Mo.	94.5	283
KWOS	Jefferson City, Md.	98.5	253
KWPC-FM	Muscatine, Iowa	99.7	259
KWPM-FM	West Plains, Mo.	97.3	247
KXEL-FM	Waterloo, Iowa	105.7	289
KXOA-FM	Sacramento, Calif.	107.9	300
KXOK-FM	St. Louis, Mo.	93.7	229
KXYZ-FM	Houston, Tex.	96.5	243
KYBS	Dallas, Tex.	107.9	300
KYSM-FM	Mankato, Minn.	103.5	278
KYW-FM	Philadelphia, Pa.	92.5	223
WAAF-FM	Chicago, Ill.	93.9	230
WAAT-FM	Newark, N.J.	94.7	234
WABB-FM	Mobile, Ala.	102.1	271
WABF	New York, N.Y.	99.5	258
WADE-FM	Wadesboro, N.C.	95.9	240
WAFB-FM	Baton Rouge, La.	104.3	282
WAFM	Birmingham, Ala.	99.5	258
WAGA-FM	Atlanta, Ga.	103.3	277
WAIR-FM	Winston-Salem, N.C.	93.1	226
WAJL	Flint, Mich.	107.1	296
WAJR-FM	Morgantown, W.Va.	99.3	257
WAKR-FM	Akron, O.	97.5	248
WARD-FM	Johnstown, Pa.	92.1	221
WARL-FM	Arlington, Va.	105.1	286
WASH	Washington, D.C.	97.1	246
WATG-FM	Ashland, O.	101.3	267
WATL-FM	Atlanta, Ga.	97.5	248
WAVU-FM	Albertville, Ala.	105.1	286
WAYS-FM	Charlotte, N.C.	107.7	299
WAZL-FM	Hazleton, Pa.	97.9	250
WBAP-FM	Ft. Worth, Tex.	100.5	263
WBBB-FM	Burlington, N.C.	101.1	266
WBBM-FM	Chicago, Ill.	97.1	246
WBBO-FM	Forest City, N.C.	93.3	227
WBCA	Schenectady, N.Y.	101.1	266
WBCM-FM	Bay City, Mich.	96.1	241
WBEC-FM	Pittsfield, Mass.	94.3	232
WBEN-FM	Buffalo, N.Y.	106.5	293
WBET-FM	Brockton, Mass.	97.7	249
WBGE-FM	Atlanta, Ga.	95.5	238
WBIB	New Haven, Conn.	100.7	264
WBIK	Chicago, Ill.	96.3	242
WBIR-FM	Knoxville, Tenn.	93.3	227
WBML-FM	Macon, Ga.	100.7	264
WBNY-FM	Buffalo, N.Y.	92.9	225
WBOW-FM	Terre Haute, Ind.	101.1	266
WBRE-FM	Wilkes-Barre, Pa.	98.5	253
WBRL	Baton Rouge, La.	98.1	251
WBSM-FM	New Bedford, Mass.	97.3	247
WBT-FM	Charlotte, N.C.	99.9	260
WBTM-FM	Danville, Va.	97.9	250
WBUT-FM	Butler, Pa.	103.9	280
WBUY-FM	Lexington, N.C.	94.3	232
WBUZ	Bradbury Heights, Md.	96.7	244
WBYS-FM	Canton, Ill.	100.9	265
WBZ-FM	Boston, Mass.	92.9	225
WBZA-FM	Springfield, Mass.	97.1	246
WCAC	Anderson, S.C.	101.1	266
WCAE-FM	Pittsburgh, Pa.	96.1	241
WCAL-FM	Northfield, Minn.	95.7	239
WCAO-FM	Baltimore, Md.	102.7	274
WCAR-FM	Pontiac, Mich.	99.5	258
WCAU-FM	Philadelphia, Pa.	98.1	251

XUM

Call Letters	Location	Frequency Mcs.	Channel No.
WCBS-FM	New York, N.Y.	101.1	266
WCED-FM	Dubois, Pa.	102.1	271
WCFM	Washington, D.C.	99.5	258
WCHA-FM	Chambersburg, Pa.	95.9	240
WCHI	Chicago Heights, Ill.	95.9	240
WCLI-FM	Corning, N.Y.	106.1	291
WCLO-FM	Janesville, Wis.	99.9	260
WCLT-FM	Newark, O.	100.3	262
WCMI-FM	Ashland, Ky.	93.7	229
WCNB-FM	Connersville, Ind.	100.3	262
WCNT-FM	Centralia, Ill.	96.5	243
WCOD	Richmond, Va.	98.1	251
WCOL-FM	Columbus, O.	92.3	222
WCOP-FM	Boston, Mass.	100.7	264
WCOS-FM	Columbia, S.C.	97.9	250
WCOU-FM	Lewiston, Me.	93.9	230
WCOV-FM	Montgomery, Ala.	94.5	233
WCPO-FM	Cincinnati, O.	105.1	286
WCRS-FM	Greenwood, S.C.	95.7	239
WCSC-FM	Charleston, S.C.	96.9	245
WCSI-FM	Columbus, Ind.	93.7	229
WCTA-FM	Andalusia, Ala.	98.1	251
WCTC-FM	New Brunswick, N.J.	98.3	252
WCTW	New Castle, Ind.	102.5	273
WCUM-FM	Cumberland, Md.	102.9	275
WCVS-FM	Springfield, Ill.	102.9	275
WDAE-FM	Tampa, Fla.	100.7	264
WDBJ-FM	Roanoke, Va.	94.9	235
WDBO-FM	Orlando, Fla.	92.3	222
WDBQ	Dubuque, Iowa	103.3	277
WDEL-FM	Wilmington, Del.	93.7	229
WDEM-FM	Providence, R.I.	107.7	299
WDET-FM	Detroit, Mich.	101.9	270
WDHN	New Brunswick, N.J.	93.5	228
WDLB-FM	Marshfield, Wis.	103.9	280
WDLP-FM	Panama City, Fla.	98.9	255
WDNC-FM	Durham, N.C.	105.1	286
WDOD-FM	Chattanooga, Tenn.	96.5	243
WDRC-FM	Hartford, Conn.	93.7	229
WDSC-FM	Dillon, S.C.	92.9	225
WDSU-FM	New Orleans, La.	105.3	287
WDUN-FM	Gainesville, Ga.	103.9	280
WDWD-FM	Dawson, Ga.	101.1	266
WDWS-FM	Champaign, Ill.	97.5	248
WDXY	Spartanburg, S.C.	100.5	263
WEAU-FM	Eau Claire, Wis.	94.1	231
WEAW	Evanston, Ill.	105.1	286
WEBQ-FM	Harrisburg, Ill.	99.9	260
WEED-FM	Rocky Mount, N.C.	92.1	221
WEEI-FM	Boston, Mass.	103.3	277
WEEU-FM	Reading, Pa.	92.9	225
WEEX	Easton, Pa.	98.3	252
WEFM	Chicago, Ill.	99.5	258
WEHS	Chicago, Ill.	97.9	250
WELD	Columbus, O.	97.1	246
WELI-FM	New Haven, Conn.	107.9	300
WELL-FM	Battle Creek, Mich.	102.1	271
WEMP-FM	Milwaukee, Wis.	94.1	231
WENR-FM	Chicago, Ill.	94.7	234
WEOL-FM	Elyria, O.	107.3	297
WEPM-FM	Martinsburg, W.Va.	94.3	232
WEQR	Goldsboro, N.C.	93.3	227
WERC-FM	Erie, Pa.	99.9	260
WERE-FM	Cleveland, O.	98.5	253
WESC-FM	Greenville, S.C.	92.5	223
WESN	Salisbury, Md.	97.5	248
WEST-FM	Easton, Pa.	107.9	300
†WEVA-FM	Emporia, Va.	100.1	261
WEVD-FM	New York, N.Y.	107.5	298
WEWO-FM	Laurinburg, S.C.	96.5	243
WEXI	St. Charles, Ill.	106.3	292
WFAH	Alliance, O.	101.7	269
WFAM	Lafayette, Ind.	95.1	236
WFAN	Washington, D.C.	100.3	262
WFAS-FM	White Plains, N.Y.	103.9	280
WFBC-FM	Greenville, S.C.	93.7	229
WFDR	New York, N.Y.	104.3	282
WFHR-FM	Wisconsin Rapids, Wis.	103.3	277
WFIL-FM	Philadelphia, Pa.	102.1	271
WFIN-FM	Findlay, O.	100.5	263
†WFIU	Bloomington, Ind.	103.7	279
WFJL	Chicago, Ill.	93.1	226
WFJS	Freeport, Ill.	102.5	273
WFLA-FM	Tampa, Fla.	93.3	227
WFLN	Philadelphia, Pa.	95.7	239
WFLY	Troy, N.Y.	92.3	222
WFMA	Rocky Mount, N.C.	100.7	264
WFMB	Mayodan, N.C.	93.5	228
WFMD-FM	Frederick, Md.	99.9	260
WFMF	Chicago, Ill.	100.3	262
WFMH-FM	Cullman, Ala.	100.9	265
WFMJ-FM	Youngstown, O.	105.1	286
WFML	Washington, Ind.	106.5	293
WFMN	Alpine, N.J.	93.1	226
WFMR	New Bedford, Mass.	98.1	251
WFMT	Oak Park, Ill.	105.9	290
WFMW-FM	Madisonville, Ky.	93.9	230
WFMY	Greensboro, N.C.	97.3	247
WFMZ	Allentown, Pa.	100.7	264
WFNC-FM	Fayetteville, N.C.	98.1	251
WFNF	Wethersfield, N.Y.	107.7	299
WFNS-FM	Burlington, N.C.	93.9	230
WFOB	Fostoria, O.	96.7	244
WFOW	Madison, Wis.	104.9	285
WFPG-FM	Atlantic City, N.J.	98.5	253
WFRO-FM	Fremont, O.	99.3	257
WFRS	Grand Rapids, Mich.	92.5	223
†WFSS	Coram, L.I., N.Y.	97.5	248
WGAA-FM	Cedartown, Ga.	96.1	241
WGAL-FM	Lancaster, Pa.	101.3	267
WGAU-FM	Athens, Ga.	99.5	258
WGBA-FM	Columbus, Ga.	95.1	236
WGBI-FM	Scranton, Pa.	101.3	267
WGBS-FM	Miami, Fla.	96.3	242
WGCH	Greenwich, Conn.	95.9	240
WGCM-FM	Gulfport, Miss.	101.5	268
WGFM	Schenectady, N.Y.	99.5	258
WGH-FM	Newport News, Va.	96.5	243
WGHF	New York, N.Y.	101.9	270
WGKV-FM	Charleston, W.Va.	98.5	253
WGMS-FM	Washington, D.C.	103.5	278
WGNB	Chicago, Ill.	98.7	254
WGNC-FM	Gastonia, N.C.	101.9	270
WGNR-FM	New Rochelle, N.Y.	93.5	228
WGOV-FM	Valdosta, Ga.	92.5	223
WGPA-FM	Bethlehem, Pa.	95.1	236
WGST-FM	Atlanta, Ga.	94.1	231
WGTR	Paxton, Mass.	99.1	256
WGUY-FM	Bangor, Me.	93.1	226
WGWR-FM	Asheboro, N.C.	92.3	222
WHAI-FM	Greenfield, Mass.	98.3	252
WHAT-FM	Philadelphia, Pa.	105.3	287
WHBC-FM	Canton, O.	94.1	231
WHBF-FM	Rock Island, Ill.	98.9	255
WHBL-FM	Sheboygan, Wis.	100.3	262
WHBS-FM	Huntsville, Ala.	95.1	236
WHCU-FM	Ithaca, N.Y.	97.3	247
WHDH-FM	Boston, Mass.	94.5	233
WHDL-FM	Allegany, N.Y.	95.7	239
WHFB-FM	Benton Harbor, Mich.	99.9	260
WHFM	Rochester, N.Y.	98.9	255
WHIO-FM	Dayton, O.	99.1	256
WHK-FM	Cleveland, O.	100.7	264
WHKC-FM	Columbus, O.	98.7	254
WHLD-FM	Niagara Falls, N.Y.	98.5	253
WHLI-FM	Hempstead, L.I., N.Y.	98.3	252
WHMA-FM	Anniston, Ala.	100.5	263
WHNC-FM	Henderson, N.C.	92.5	223
WHO-FM	Des Moines, Iowa	100.3	262
WHOM-FM	New York, N.Y.	92.3	222
WHOO-FM	Orlando, Fla.	96.5	243
WHOP-FM	Hopkinsville, Ky.	98.7	254
WHOS-FM	Decatur, Ala.	92.5	223
WHP-FM	Harrisburg, Pa.	97.3	247
WHPE-FM	High Point, N.C.	95.5	238
WHTN-FM	Huntington, W.Va.	100.5	263
WHVA	Poughkeepsie, N.Y.	104.7	284
WHYN-FM	Holyoke, Mass.	93.1	226
WIBA-FM	Madison, Wis.	101.5	268
WIBG-FM	Philadelphia, Pa.	94.1	231
WIBM-FM	Jackson, Mich.	92.3	222
WIBX-FM	Utica, N.Y.	96.9	245
WICA-FM	Ashtabula, O.	103.7	279
WIFM	Elkin, N.C.	100.9	265
WIKY-FM	Evansville, Ind.	104.1	281
WILK-FM	Wilkes-Barre, Pa.	96.1	241
WIMA-FM	Lima, O.	102.1	271
WIMS	Michigan City, Ind.	93.5	228
WINL	Lebanon, Ind.	107.1	296
WIOD-FM	Miami, Fla.	97.3	247
WIP-FM	Philadelphia, Pa.	93.3	227
WIS-FM	Columbia, S.C.	94.5	233
WISC-FM	Madison, Wis.	98.1	251
WISN-FM	Milwaukee, Wis.	102.9	275
WISR-FM	Butler, Pa.	97.7	249
WIST-FM	Charlotte, N.C.	104.7	284
WITH-FM	Baltimore, Md.	104.3	282
WJAC-FM	Johnstown, Pa.	95.5	238
WJAR-FM	Providence, R.I.	95.5	238
WJAS-FM	Pittsburgh, Pa.	99.7	259
WJAT-FM	Swainsboro, Ga.	101.7	269
WJAX-FM	Jacksonville, Fla.	95.1	236
WJBC-FM	Bloomington, Ill.	101.5	268
WJBK-FM	Detroit, Mich.	93.1	226
WJBY-FM	Gadsden, Ala.	103.7	279
WJDX-FM	Jackson, Miss.	102.9	275
WJEF-FM	Grand Rapids, Mich.	93.7	229
WJEJ-FM	Hagerstown, Md.	104.7	284
WJHL-FM	Johnson City, Tenn.	100.7	264
WJHP-FM	Jacksonville, Fla.	96.9	245
WJIZ	Hammond, Ind.	92.3	222
WJJW	Wyandotte, Mich.	103.1	276
WJKO-FM	Springfield, Mass.	101.9	270
WJLB-FM	Detroit, Mich.	97.9	250
WJLK-FM	Asbury Park, N.J.	94.3	232
WJLN	Birmingham, Ala.	104.7	284
WJLS-FM	Beckley, W.Va.	99.5	258
WJMC-FM	Rice Lake, Wis.	96.3	242
WJPA-FM	Washington, Pa.	104.3	282
WJPB	Fairmont, W.Va.	92.3	222
WJPG-FM	Green Bay, Wis.	101.1	266
WJR-FM	Detroit, Mich.	96.3	242
WJSW-FM	Altoona, Pa.	100.1	261
WJTN-FM	Jamestown, N.Y.	93.3	227
WJW-FM	Cleveland, O.	104.1	281
WJWL-FM	Georgetown, Del.	101.5	268
WJZ-FM	New York, N.Y.	95.5	238
WKAT-FM	Miami Beach, Fla.	93.1	226
WKBN-FM	Youngstown, O.	98.9	255
WKBR-FM	Manchester, N.H.	100.1	261
WKBZ-FM	Muskegon, Mich.	98.9	255
WKFM	Roanoke Rapids, N.C.	98.5	253
WKID-FM	Urbana, Ill.	103.3	277
WKJF	Pittsburgh, Pa.	93.7	229
WKJG-FM	Ft. Wayne, Ind.	106.1	291
WKMH-FM	Dearborn, Mich.	100.3	262
WKNA-FM	Charleston, W.Va.	97.5	248
WKOK-FM	Sunbury, Pa.	94.1	231
WKPT-FM	Kingsport, Tenn.	98.5	253
WKRC-FM	Cincinnati, O.	101.9	270
WKRG-FM	Mobile, Ala.	99.9	260
WKRS-FM	Waukegan, Ill.	106.7	294
WKRT-FM	Cortland, N.Y.	99.9	260
WKST-FM	New Castle, Pa.	101.1	266
WKWK-FM	Wheeling, W.Va.	97.3	247
WKYC	Paducah, Ky.	93.3	227
WLAB	Lebanon, Pa.	104.1	281
WLAG-FM	LaGrange, Ga.	104.1	281
WLAN-FM	Lancaster, Pa.	96.9	245
WLAP-FM	Lexington, Ky.	94.5	233
WLAV-FM	Grand Rapids, Mich.	96.9	245
WLAW-FM	Lawrence, Mass.	93.7	229
WLBH-FM	Mattoon, Ill.	96.9	245
WLBJ-FM	Bowling Green, Ky.	101.1	266
WLBR-FM	Lebanon, Pa.	100.1	261
WLCS-FM	Baton Rouge, La.	101.1	266
WLDM	Detroit, Mich.	95.5	238
WLDS-FM	Jacksonville, Ill.	100.5	263
WLEE-FM	Richmond, Va.	102.9	275
WLET-FM	Toccoa, Ga.	106.1	291
WLEU-FM	Erie, Pa.	97.9	250
WLEY	Elmwood Park, Ill.	107.1	296
WLIL-FM	Lenoir City, Tenn.	100.3	262
WLIN-FM	Merrill, Wis.	100.7	264
WLLH-FM	Lowell, Mass.	99.5	258
WLOE-FM	Leaksville, N.C.	92.7	224
WLOG-FM	Logan, W.Va.	103.3	277
WLOK-FM	Lima, O.	103.3	277
WLOS-FM	Asheville, N.C.	104.3	282
WLPM-FM	Suffolk, Va.	107.7	299
WLRD	Miami Beach, Fla.	93.9	230
WLTN	Lewistown, Pa.	97.9	250
WLVA-FM	Lynchburg, Va.	97.5	248
WLWA	Cincinnati, O.	101.1	266
WLWB	Dayton, O.	97.5	248
WLWF	Columbus, O.	96.3	242
WLYC-FM	Williamsport, Pa.	105.1	286
WLYN-FM	Lynn, Mass.	105.5	288
WMAL-FM	Washington, D.C.	107.3	279
WMAQ-FM	Chicago, Ill.	101.1	266
WMAS-FM	Springfield, Mass.	94.7	234
WMAZ-FM	Macon, Ga.	99.1	256
WMBD-FM	Peoria, Ill.	92.5	223
WMBH-FM	Joplin, Mo.	96.1	241
WMBI-FM	Chicago, Ill.	95.5	238
WMBO-FM	Auburn, N.Y.	96.1	241
WMBR-FM	Jacksonville, Fla.	96.1	241
WMCF	Memphis, Tenn.	99.7	259
WMCK-FM	McKeesport, Pa.	104.9	285
WMFD-FM	Wilmington, N.C.	96.3	242
WMFR-FM	High Point, N.C.	99.5	258
WMGM-FM	New York, N.Y.	100.3	262
WMGW-FM	Meadville, Pa.	100.3	262
WMIN-FM	St. Paul, Minn.	99.5	258
WMIT	Clingman's Peak, N.C.	106.9	295
WMIX-FM	Mt. Vernon, Ill.	94.1	231
WMLL	Evansville, Ind.	94.5	233
WMLN	Mt. Clemens, Mich.	106.3	292
WMMW-FM	Meriden, Conn.	95.7	239
WMOH-FM	Hamilton, O.	103.5	278
WMOR	Chicago, Ill.	102.7	274
WMOX-FM	Meridian, Miss.	98.5	253
WMRC-FM	Greenville, S.C.	94.9	235
WMRI	Marion, Ind.	106.9	295
†WMRN-FM	Marion, O.	106.9	295
WMSA-FM	Massena, N.Y.	105.3	287
WMUN	Muncie, Ind.	104.1	281
WMVA-FM	Martinsville, Va.	96.3	242
WMVO	Mount Vernon, O.	93.7	229
WNAC-FM	Boston, Mass.	98.5	253
WNAM-FM	Neenah, Wis.	98.5	253
WNAO-FM	Raleigh, N.C.	96.1	241
WNAV-FM	Annapolis, Md.	99.1	256
WNBC-FM	New York, N.Y.	97.1	246
WNBF-FM	Binghamton, N.Y.	100.5	263
WNDB-FM	Daytona Beach, Fla.	94.5	233
WNDR-FM	Syracuse, N.Y.	102.5	273
WNEX-FM	Macon, Ga.	96.9	245
WNHC-FM	New Haven, Conn.	99.1	256
WNJR-FM	Newark, N.J.	102.7	274
WNOW-FM	York, Pa.	105.7	289
WNYC-FM	New York, N.Y.	93.9	230
WOAP-FM	Owosso, Mich.	103.1	276
WOAY-FM	Oak Hill, W.Va.	94.1	231
WOC-FM	Davenport, Iowa	103.7	279
WOCB-FM	West Yarmouth, Mass.	94.3	232
WOHS-FM	Shelby. N.C.	96.1	241
WOKZ-FM	Alton, Ill.	99.9	260
WOL-FM	Washington, D.C.	98.7	254
WOMC	Royal Oak, Mich.	104.3	282
WOMI-FM	Owensboro, Ky.	92.5	223
WOPA-FM	Oak Park, Ill.	102.3	272
WOPI-FM	Bristol, Tenn.	96.9	245
WOR-FM	New York, N.Y.	98.7	254
WORX	Madison, Ind.	96.7	244
WORZ-FM	Orlando, Fla.	100.3	262
WOTW-FM	Nashua, N.H.	106.3	292
WOWO-FM	Ft. Wayne, Ind.	96.1	241
WPAD-FM	Paducah, Ky.	96.9	245
WPAG-FM	Ann Arbor, Mich.	98.7	254
WPAM-FM	Pottsville, Pa.	95.5	238
WPAR-FM	Parkersburg, W.Va.	106.5	293
WPAY-FM	Portsmouth, O.	104.1	281
WPDX	Clarksburg, W.Va.	95.1	236

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Call Letters	Location	Frequency Mcs.	Channel No.
WPEN-FM	Philadelphia, Pa.	102.9	275
WPIC-FM	Sharon, Pa.	102.9	275
WPJB	Providence, R.I.	105.1	286
WPLH-FM	Huntington, W.Va.	102.5	273
WPOE	Elizabeth, N.J.	96.7	244
WPPA-FM	Pottsville, Pa.	101.9	270
WPRO-FM	Providence, R.I.	92.3	222
WPTF-FM	Raleigh, N.C.	94.7	234
WQAM-FM	Miami, Fla.	94.9	235
WQAN-FM	Scranton, Pa.	92.3	222
WQDI	Quincy, Ill.	105.1	286
WQXR-FM	New York, N.Y.	96.3	242
WRAK-FM	Williamsport, Pa.	100.3	262
WRAL-FM	Raleigh, N.C.	101.5	268
WRBI	Blue Island, Ill.	94.3	232
WRBL-FM	Columbus, Ga.	93.3	227
WRC-FM	Washington, D.C.	93.9	230
WRCM	New Orleans, La.	97.1	246
WREV-FM	Reidsville, N.C.	102.1	271
WRFL	Winchester, Va.	92.5	223
WRFM	Hattiesburg, Miss.	97.9	250
WRFS-FM	Alexander City, Ala.	106.1	291
WRGA-FM	Rome, Ga.	106.5	293
WRHI-FM	Rock Hill, S.C.	97.5	248
WRJN-FM	Racine, Wis.	100.7	264
WRLD-FM	Lanett, Ala.	102.9	275
WRNL-FM	Richmond, Va.	102.1	271
WRNY-FM	Rochester, N.Y.	97.9	250
WROK-FM	Rockford, Ill.	97.5	248
WROV-FM	Roanoke, Va.	103.7	279
WROW-FM	Albany, N.Y.	93.9	230
WROY-FM	Carmi, Ill.	97.3	247
WRR-FM	Dallas, Tex.	101.1	266
WRRN	Warren, Pa.	92.3	222
WRSW	Warsaw, Ind.	107.3	297
WRUF-FM	Gainesville, Fla.	104.1	281
WRUN-FM	Utica, N.Y.	105.7	289
WRVB	Richmond, Va.	94.5	233
WRVC	Norfolk, Va.	102.5	273
WRXW	Louisville, Ky.	95.1	236
WRZE	York, Pa.	98.5	253
WSAM-FM	Saginaw, Mich.	98.1	251
WSAN-FM	Allentown, Pa.	99.9	260
WSAV-FM	Savannah, Ga.	100.3	262
WSB-FM	Atlanta, Ga.	98.5	253
WSBA-FM	York, Pa.	103.3	277
WSGN-FM	Birmingham, Ala.	93.7	229
WSIC-FM	Statesville, N.C.	105.7	289
WSIX-FM	Nashville, Tenn.	97.5	248
WSJS-FM	Winston-Salem, N.C.	104.1	281
WSLB-FM	Ogdensburg, N.Y.	106.1	291
WSLS-FM	Roanoke, Va.	99.1	256
WSMB-FM	New Orleans, La.	102.7	274
WSNJ-FM	Bridgeton, N.J.	98.9	255
WSNS-FM	Sanford, N.C.	103.1	276
WSOC-FM	Charlotte, N.C.	103.5	278
WSON-FM	Henderson, Ky.	99.5	258
WSOY-FM	Decatur, Ill.	102.1	271
WSPA-FM	Spartanburg, S.C.	98.9	255
WSPD-FM	Toledo, Ohio	101.5	268
WSPR-FM	Springfield, Mass.	97.9	250
WSRK	Shelbyville, Ind.	101.3	267
WSRS-FM	Cleveland Heights, O.	95.3	237
WSTC-FM	Stamford, Conn.	96.7	244
WSTP-FM	Salisbury, N.C.	106.5	293
WSTV-FM	Steubenville, O.	103.5	278
WSVA-FM	Harrisonburg, Va.	100.7	264
WSVS-FM	Crewe, Va.	104.7	284
WSYR-FM	Syracuse, N.Y.	94.5	233
WTAD-FM	Quincy, Ill.	99.5	258
WTAG-FM	Worcester, Mass.	96.1	241
WTAL-FM	Tallahassee, Fla.	103.9	280
WTAM-FM	Cleveland, O.	105.7	289
WTAR-FM	Norfolk, Va.	97.3	247
WTAX-FM	Springfield, Ill.	103.7	279
WTCN-FM	Minneapolis, Minn.	97.1	246
WTHI-FM	Terre Haute, Ind.	99.9	260
WTIC-FM	Hartford, Conn.	96.5	243
WTJS-FM	Jackson, Tenn.	100.7	264
WTMA-FM	Charleston, S.C.	95.1	236
WTMV-FM	East St. Louis, Ill.	102.5	273
WTNC-FM	Thomasville, N.C.	98.3	252
WTOA	Trenton, N.J.	97.5	248
WTOC-FM	Savannah, Ga.	97.3	247
WTOL-FM	Toledo, O.	104.7	284
WTOP-FM	Washington, D.C.	96.3	242
WTPS-FM	New Orleans, La.	95.7	239
WTRC-FM	Elkhart, Ind.	100.7	264
WTRF-FM	Bellaire, O.	100.5	263
WTRI	Troy, N.Y.	102.7	274
WTRT	Toledo, O.	99.9	260
WTSP-FM	St. Petersburg, Fla.	102.5	273
WTSV-FM	Claremont, N.H.	106.1	291
WTVB-FM	Coldwater, Mich.	98.3	252
WTWO	Dayton, O.	104.7	284
WUSJ-FM	Lockport, N.Y.	99.3	257
WUST-FM	Bethesda, Md.	106.3	292
WVBT	South Bristol, N.Y.	95.1	236
WVCN	De Ruyter, N.Y.	105.1	286
WVCV	Cherry Valley, N.Y.	101.9	270
WVJS-FM	Owensboro, Ky.	96.1	241
WVKO	Columbus, O.	94.7	234
WVOW-FM	Logan, W.Va.	92.3	222
WWCF	Greenfield, Wis.	94.9	235
WWDC-FM	Washington, D.C.	101.1	266
WWGP-FM	Sanford, N.C.	105.5	288
WWHG-FM	Hornell, N.Y.	105.3	287
WWIN-FM	Baltimore, Md.	94.7	234
WWJ-FM	Detroit, Mich.	97.1	246
WWNY-FM	Watertown, N.Y.	100.5	263
WWOD-FM	Lynchburg, Va.	100.1	261
WWOL-FM	Buffalo, N.Y.	104.1	281
WWON-FM	Woonsocket, R.I.	105.5	288
WWPB-FM	Miami, Fla.	101.5	268
WWPG-FM	Palm Beach, Fla.	97.9	250
WWST-FM	Wooster, O.	104.5	283
WWSW-FM	Pittsburgh, Pa.	94.5	233
WWVA-FM	Wheeling, W.Va.	98.7	254
WXHR	Cambridge, Mass.	96.9	245
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(See Separate Listing, Page 61)

Group Ownership

AMERICAN BROADCASTING CO. OWNED AND MANAGED STATIONS—WJZ, WJZ-FM, New York; WENR, WENR-FM, Chicago; KGO, KGO-FM, San Francisco; KECA, KECA-FM, Los Angeles; WXYZ, WXYZ-FM, Detroit. All affiliates of American Broadcasting Co.; all represented nationally by ABC Spot Sales.

H. M. BITNER STATIONS—WFDF Flint and WOOD Grand Rapids, Mich.; WEOA Evansville and WFBM Indianapolis, Ind.

CY N. BOHAKEL STATIONS—WKOZ Kosciusko, WABG Greenwood, Miss., and WKIN Kingsport, Tenn.

BOOTH STATIONS — WJLB, WJLB-FM Detroit; WBBC Flint; WSGW Saginaw, Mich.

BROADCASTING CORP. OF AMERICA — KPRO, Riverside; KREO, Indio; KYOR, Blythe, KROP Brawley, all California. W. L. Gleeson, president.

BROADCASTING CO. OF THE SOUTH STATIONS (Surety Life Insurance Co.)—WIS, WIS-FM, Columbia; WSPA, WSPA-FM, Spartanburg, both South Carolina; WIST, WIST-FM, Charlotte, N.C. G. Richard Shafto, general manager, WIS, Columbia, S.C.

BROWN SCHOOLS STATIONS — KOME, Tulsa; KGER, Long Beach, Calif.; KUOA, KUOA-FM, Siloam Springs, Ark. John E. Brown Jr., president; Storm Whaley, executive vice president.

CBS OWNED STATIONS — WCBS, WCBS-FM, New York; KCBS, KCBS-FM, San Francisco; KMOX, St. Louis; KNX, KNX-FM, Los Angeles; WBBM, WBBM-FM, Chicago; WCCO, Minneapolis; WEEI, WEEI-FM, Boston; WTOP, WTOP-FM, Washington (55% owned by *Washington Post*, 45% owned by CBS). All affiliates of CBS Radio network; all represented nationally by CBS Radio Sales.

CLEVELAND PLAIN DEALER STATIONS—WHK, Cleveland; WHKK, Akron; WHKC, Columbus; WKBN, Youngstown (minority interest).

COTTON BELT GROUP—KTFS, Texarkana, Tex.; KDMS, El Dorado, Ark.; KDAS, Malvern, Ark.; WGVM, Greenville, Miss.; KDKD, Clinton, Mo. All owned or controlled by David M. Segal.

COVINGTON STATIONS — WCOV, Montgomery; WGWC, Selma and WGWD, Gadsden. All in Alabama. Operated by Capital Broadcasting Co.

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LINCOLN DELLAR STATIONS—KXOA Sacramento, KXOB Stockton, KXOC Chico, and KDB Santa Barbara, Calif.

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MARSHALL FIELD STATIONS (Field Enterprises Inc.)—WJJD, Chicago; KOIN, Portland, Ore.; KJR, Seattle. Headquarters: 211 W. Wacker Dr., Chicago. Marshall Field, president; Howard Lane, vice president in charge of radio. Nationally represented by Avery-Knodel Inc.

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WITHERS GAVIN STATIONS — WJQS, Jackson; WACR, Columbus; WMBC, Macon, and WCOC, Meridian, all in Mississippi.

GILA BCSTG. CO. STATIONS—KCKY Coolidge, KWJB Globe, KGLU Safford, KVNC Winslow, all Arizona. Lewis F. Long, president.

GOOD WILL STATIONS — WJR, Detroit; WGAR, Cleveland; KMPC, Los Angeles. (Stock in WJR publicly held.) Headquarters: Hotel Statler, Cleveland. John F. Patt, president.

GRANITE STATE BROADCASTING CO. — WKBR, WKBR-FM Manchester, N. H.; WTSV, WTSV-FM Claremont, N. H.; WTSL Hanover-Lebanon, N. H.; WTSA Brattleboro, Vt. Headquarters: 155 Front St., Manchester. W. J. Barkley, president; H. Scott Kilgore, vice president; W. F. Rust Jr., treasurer.

AGNES JANE REEVES GREER STATIONS—WJER Dover, Ohio; WAJR Morgantown and WDNE Elkins, W. Va.

HEARST CORP.—Licensee of WBAL, Baltimore; WISN, WISN-FM, Milwaukee, also owns 25% of KING, Seattle. Headquarters: 959 Eighth Ave., New York 19. D. L. Provost, vice president; Leslie H. Peard Jr., manager of stations; Victor F. Campbell, program director; Arnold Wilkes, director of public affairs and education. Associated with WCAE and WCAE-FM, Pittsburgh, operated by WCAE Inc. Leonard Kapner, president.

OSCAR C. HIRSCH STATIONS—WKRO Cairo, Ill.; KFVS Cape Girardeau, Mo.; KFMO Flat River, Mo.

ROY HOFHEINZ STATIONS — KTHT Houston, KSOX Harlingen, KACE Dallas, all Texas; WTNB Birmingham (minority interest).

INLAND RADIO INC. STATIONS—KBKR, Baker, KLBM, LaGrande, and KSRV, Ontario, all in Oregon. Principal owner: Olive B. Cornett, 50%; Lee W. Jacobs, president and part owner. Headquarters: KBKR, Baker, Ore.

(Continued on page 448)

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(See Separate Listing, page 48)

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Group Ownership

(Continued from page 447)

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LATHROP STATIONS—KFAR Fairbanks, KENI Anchorage, KABI Ketchikan, all Alaska. Miriam Dickery, KFAR Fairbanks, general manager.

THOMAS S. LEE ENTERPRISES INC. (owned by **General Tire & Rubber Co.**)—Yankee Network Division: WNAC, Boston; WGTR, Worcester; WEAN, Providence; WICC, Bridgeport; WONS, Hartford. Don Lee Network Division: KHJ, KHJ-FM, Los Angeles; KFRC, San Francisco; KGB, San Diego. (Purchase of WOR, WOR-FM, New York, pending FCC approval.) Thomas F. O'Neil, president, Thomas S. Lee Enterprises; William O'Neil, president, Yankee Network Division; Linus Travers, executive vice president, Yankee Network Division; Willet Brown, president, Don Lee Network Division. William O'Neil is president, General Tire & Rubber Co., Akron, Ohio.

J. G. LONG STATIONS—KIOX Bay City, KVIC Victoria and KTLW Texas City, all in Texas. (Long Texas Group, a package unit).

JOHN J. LOUIS STATIONS—KTAR, Phoenix, KVOA Tucson, KYUM, Yuma, KYCA, Prescott, all in Arizona. Dick Lewis, general manager.

McCAW-KEATING STATIONS — J. Elroy McCaw and John D. Keating own (50% each) KPOA Honolulu and KILA Hilo, Hawaii, and KYA San Francisco. Mr. McCaw also owns KRSC Seattle, half interest in KELA Centralia, Wash.; and minority interests in KYAK Yakima and KALE Richland, Wash., and KLZ Denver.

McCLATCHY BROADCASTING CO. — (Owned by McClatchy Newspapers, publisher of the *Sacramento Bee, Fresno Bee, and Modesto Bee*): KFBK, KFBK-FM, Sacramento; KMJ, KMJ-FM, Fresno; KWG, Stockton; KERN, KERN-FM, Bakersfield; KBEE (FM), Modesto; KOH, Reno, Nev. Headquarters: 911 7th St., Sacramento 4. President: Eleanor McClatchy.

McCLUNG STATIONS of California—KHSL, KVCI (FM), Chico; KYOS, KVME(FM), Merced; KVCV, KVRE(FM), Redding.

MID SOUTH NETWORK (Imes Stations)—WCBI, Columbus; WMOX, WMOX-FM, Meridian; WELO, Tupelo; WNAG, Grenada; WROX, Clarksdale, all in Mississippi and owned by Birney Imes Jr.

MIDWESTERN BROADCASTING CO. STATIONS—(Controlled by Les Biederman) WTCM Traverse City, WA[illegible]T Cadillac, WATC, Gaylord, WATZ Alpena, and WMBN Petoskey, all in Michigan.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WISC, Madison, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La. Mr. Bridges has interest in WJMC, Rice Lake, Wis.

NBC OWNED AND OPERATED STATIONS — WNBC, WNBC-FM, New York; WRC, WRC-FM, Washington; WMAQ, WMAQ-FM, Chicago; WTAM, WTAM-FM, Cleveland; KNBC, KNBC-FM, San Francisco; KOA, KOA-FM, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

NUNN STATIONS — WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn. Headquarters: Radio Bldg., Lexington, Ky. J. Lindsy Nunn, chairman of the board; Gilmore N. Nunn, president and general manager. Represented nationally by The Branham Co., John E. Pearson Co. and The Bolling Co.

JAMES H. OTTAWAY STATIONS—WENE, WENE-FM, Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y.; WVPO Stroudsburg, Pa.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla., and 40% in WNDB Daytona Beach.

RAHALL STATIONS — WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WWNR, Beckley, W. Va.; N. Joe Rahall, president.

E. D. RIVERS JR. STATIONS — WEAS, Decatur; WJIV, WJIV-FM, Savannah; WGOV, WGOV-FM, Valdosta, all in Georgia; KWEM, West Memphis, Ark.

E. D. RIVERS SR. STATIONS—WLBS, Birmingham; WOBS, Jacksonville; WMIE, Miami; WGAA, WGAA-FM, Cedartown, Ga. (minority interest).

JAMES RIVERS STATIONS — WMJM, Cordele; WTHJ, East Point; WACL, Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers.

ADELINE B. RINES STATIONS—WRDO Augusta, WLBZ Bangor, and WCSH Portland, all in Maine.

AARON B. ROBINSON STATIONS—WDXE Lawrenceburg, Tenn. (owner); WDXI Jackson, WTPR Paris and WENK Union City, Tenn. (majority stockholder); WCMA Corinth, Miss. (45.84% owner).

ROUNSAVILLE STATIONS — Comprising WBAC Cleveland and WBEJ Elizabethton-Johnson City, Tenn.; WQXI Atlanta, Ga.; WLOU, Louisville, Ky. Available on package basis. Information from R. W. Rounsaville, WQXI, Atlanta.

SHELDON SACKETT STATIONS—KROW Oakland, Calif.; KVAN Vancouver, Wash.; KOOS Coos Bay, Ore.

CHARLES SAWYER STATIONS — WING Dayton, WCOL Columbus, WIZE Springfield (52%), all Ohio.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc. is licensee of WCPO, WCPO-FM Cincinnati, WNOX, Knoxville. Memphis Publishing Co., is licensee of WMC, WMCF(FM) Memphis, all of which are operated separately. Officials: Jack R. Howard, 230 Park Ave., New York, president; Richard B. Westergaard, vice president and general manager, WNOX; Mortimer C. Watters, vice president and general manager, WCPO, WCPO-FM. Henry W. Slavick is general manager of WMC, WMCF(FM).

SEATON STATIONS — KMAN, Manhattan and KGGF, Coffeyville, Kans.; KHAS, Hastings, Neb. Owned by Fred A., Richard M. and Fay N. Seaton.

SPEIDEL NEWSPAPER STATIONS—KDON Santa Cruz, Calif.; WGNY Newburgh, WKIP and WHVA (FM) Poughkeepsie, N. Y.

STAUFFER PUBLICATIONS STATIONS — KSEK Pittsburg and KSOK Arkansas City, Kan.; KGFF Shawnee, Okla.

STEINMAN STATIONS—WGAL, WGAL-FM, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WEST, Easton, all Pa.; WDEL, WDEL-FM, Wilmington, Del. Headquarters: 8 West King St., Lancaster, Pa. Clair R. McCollough, general manager.

O. L. (Ted) TAYLOR STATIONS—KANS Wichita, Kans.; KTOK Oklahoma City, Okla.; KRGV Weslaco, Tex.

TEDESCO STATIONS—WKLJ Sparta, Wis.; WCOW St. Paul, WKLK Cloquet, KOBK Owatonna, all Minn. Headquarters: WCOW St. Paul. Albert Tedesco.

TEXAS STATE NETWORK Inc.—KFJZ Fort Worth, KABC San Antonio, KRIO McAllen, WACO Waco, all in Texas. Headquarters: Fort Worth. Gene Cagle, president and general manager.

UNITED BROADCASTING CO. — WOOK, WFAN (FM), Washington; WANT, Richmond, Va.; WARK, Hagerstown, Md.; WSID, Baltimore; WINX, Rockville, Md. All owned by Richard Eaton. New York office: 507 Fifth Ave.

UNIVERSAL BROADCASTING CO. — WISH, Indianapolis; WHBU, Anderson; WANE, Ft. Wayne; WHOT, South Bend, all in Indiana. C. Bruce McConnell, president.

WM. J. WAGNER STATIONS—KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan, KIFW Sitka, and KIBH, Seward, all in Alaska.

UPPER MICHIGAN-WISCONSIN BCSTG. CO. — WJMS Ironwood, Mich.; WATW Ashland, Wis.; WIKB Iron River, Mich. Donald R. Hoover, general manager.

WESTINGHOUSE RADIO STATIONS INC.—Operating WBZ, WBZ-FM, Boston; WBZA, WBZA-FM, Springfield, Mass.; WBOS, Boston (International); KDKA, KDKA-FM, Pittsburgh; KYW, KYW-FM, Philadelphia; WOWO, WOWO-FM, Fort Wayne; KEX, KEX-FM, Portland, Ore. A subsidiary of Westinghouse Electric Corp. Headquarters: 1625 K. St., N. W., Washington 6, D. C. Telephone: Sterling 0903. Officers: Walter Evans, president; Joseph E. Baudino, vice president; E. R. Borroff, general sales manager; W. B. McGill, advertising manager; Gordon Hawkins, program and educational director; F. J. Schneider, industrial relations manager; I. C. Ruby, auditor. Ralph N. Harmon, engineering manager; George E. Hagerty, asst. engineering manager; D. A. Myer, technical-field director; John W. Steen, legal representative; F. P. Nelson, Washington representative.

J. W. WOODRUFF STATIONS — WATL Atlanta, WRBL Columbus, WGPC, Albany, all Georgia.

XUM

National Association of Radio and Television Broadcasters: 1952 Officers and Committees

Headquarters Office: 1771 N. Street, N.W., Washington 6, D. C. Phone: DEcatur 9300

Executive Staff of NARTB

Justin Miller, *Chairman of Board, General Counsel*

Harold E. Fellows, *President*

C. E. Arney Jr., *Secretary-Treasurer*

Administrative Staff

Howard H. Bell, *Executive Assistant, Television*

Thad H. Brown Jr., *Managing Director of Television Operations, Counsel to TV Board of Directors*

Abiah A. Church, *Attorney*

Richard P. Doherty, *Director, Employe-Employer Relations Dept.*

Bette Doolittle, *Administrative Assistant, Television*

Oscar Elder, *Assistant Director, Public Affairs Dept.*

Ralph W. Hardy, *Director, Government Relations Dept.*

Neal McNaughten, *Director, Engineering Dept.*

Robert K. Richards, *Director, Public Affairs Dept.*

John H. Smith Jr., *Director, FM Dept.*

William L. Stubblefield, *Director, Station Relations Dept.*

Charles H. Tower, *Assistant Director, Employe-Employer Relations Dept.*

William K. Treynor, *Assistant Director, Station Relations Dept.*

William L. Walker, *Auditor*

Vincent Wasilewski, *Attorney*

Jo Whittenburg, *Special Assistant, Public Affairs Dept.*

Board of Directors

1951–1952

Radio Board

		Term Erpires Term Expires
Chmn.	Justin Miller, NARTB	
Pres.	Harold E. Fellows, NARTB	
Dist. 1	(Vacant pending election)	1953
Dist. 2	William A. Fay, WHAM Rochester, N. Y.	1952
Dist. 3	Leonard Kapner, WCAE Pittsburgh	1953
Dist. 4	Harold Essex, WSJS Winston-Salem, N. C.	1952
Dist. 5	Thad Holt, WAPI Birmingham	1953
Dist. 6	Harold Wheelahan, WSMB New Orleans	1952
Dist. 7	Robert T. Mason, WMRN Marion, Ohio	1953
Dist. 8	Richard M. Fairbanks, WIBC Indianapolis	1952
Dist. 9	Merrill Lindsay, WSOY Decatur, Ill.	1953
Dist. 10	William B. Quarton, WMT Cedar Rapids, Iowa	1952
Dist. 11	H. W. Linder, KWIM Willmar, Minn.	1953
Dist. 12	Jack Todd, KAKE Wichita, Kan.	1952
Dist. 13	Kenyon Brown, KWFT Wichita Falls, Texas	1953
Dist. 14	William C. Grove, KFBC Cheyenne, Wyo.	1952
Dist. 15	Glenn Shaw, KLX Oakland, Calif.	1953
Dist. 16	Calvin J. Smith, KFAC Los Angeles	1952
Dist. 17	H Quenton Cox, KGW Portland, Ore.	1953

Presidents of NAB

Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliott (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter J. Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Alfred J. McCosker (WOR)	1932-1934
J. Truman Ward (WLAC)	1934-1935
Leo J. Fitzpatrick (WJR)	1935-1936
*Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—9-30-45
Justin Miller	10-1-45—6-4-51
Harold E. Fellows (WEEI)	6-4-51—

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* *Deceased*

Directors-at-Large		*Term Expires*
Large Stations	James D. Shouse, WLW Cincinnati	1952
	John H. DeWitt Jr., WSM Nashville	1953
Medium Stations	A. D. Willard Jr., WGAC Augusta, Ga.	1952
	Hugh B. Terry, KLZ Denver	1953
Small Stations	Edgar Kobak, WTWA Thomson, Ga.	1953
	(One vacancy pending election)	
FM Stations	Michael R. Hanna WHCU-FM, Ithaca	1952
	Ben Strouse, WWDC-FM Washington, D. C.	1953

Television Board

1951–1952

		Term Expires
Chmn.	Eugene S. Thomas	1952
Vice Chmn.	Robert D. Swezey WDSU-TV New Orleans	1952
	Campbell Arnoux, WTAR-TV Norfolk, Va.	1952
	Harry Bannister, WWJ-TV Detroit	1952
	Harold Hough, WBAP-TV Fort Worth	1952
	Clair R. McCollough WGAL-TV Lancaster, Pa.	1952
	**Paul Raibourn, KTLA Los Angeles	1952
	W. D. Rogers Jr., KEYL San Antonio	1952
	George B. Storer Fort Industry Co. Birmingham, Mich.	1952
	Frank M. Russell, NBC Washington, D. C.	1952
	C. J. Witting, DuMont New York	1952

**Address at: Paramount TV Productions, 1501 Broadway, New York.

NARTB BOARD COMMITTEES

1951–1952

Finance—William B. Quarton, WMT Cedar Rapids, Iowa, chairman; Harold Essex, WSJS Winston-Salem, N. C.; William A. Fay, WHAM Rochester, N. Y.; Ben Strouse, WWDC-FM Washington, D. C.; Robert D. Swezey, WDSU-TV New Orleans.

By-Laws—A. D. Willard Jr., WGAC Augusta, Ga., chairman; Leonard Kapner, WCAE Pittsburgh; W. D. Rogers Jr., KEYL (TV) San Antonio.

Convention—James D. Shouse, WLW Cincinnati, chairman; Merrill Lindsay, WSOY Decatur, Ill.; George B. Storer, Fort Industry Co., Birmingham, Mich.; Harold Wheelahan, WSMB New Orleans.

Membership—Radio, Active and Associate: Kenyon Brown; KWFT, Wichita Falls, Texas H Quenton Cox, KWG, Portland, Ore.; Richard M. Fairbanks, WIBC Indianapolis; Thad Holt, WAPI, Birmingham; Calvin J. Smith, KFAC, Los Angeles; Jack Todd, KAKE, Wichita.

Membership—Television, Associate: Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Paul Raibourn, KTLA Los Angeles; Eugene S. Thomas.

NARTB COMMITTEES

1951–1952

FM—Ben Strouse, WWDC-FM, Washington, chairman; Raymond S. Green, WFLN, Philadelphia; Josh L. Horne, WFMA, Rocky Mount, N. C.; Edward A. Wheeler, WEAW, Evanston, Ill.. *Alternates*—Victor C. Diehm, WAZL-FM, Hazleton, Pa.; Everett L. Dillard, WASH, Washington, D. C.; Gerald Harrison, WMAS-FM, Springfield, Mass.

Legal and Legislative Advisory—Robert T. Mason, WMRN, Marion Ohio, chairman; John H. Dewitt Jr., WSM, Nashville; Frank M. Russell, NBC, Washington; Hugh B. Terry, KLZ, Denver; Ed Kobak, WTWA, Thomson, Ga.

AM Radio—Glenn Shaw, KLX, Oakland, Calif., chairman; John Esau, KTUL, Tulsa, Okla.; William C. Grove, KFBC, Cheyenne, Wyo.; Edgar Kobak, WTWA, Thomson, Ga.; H. W. Linder, KWLM, Willmar, Minn.; Lee Little, KTUC, Tucson, Ariz.; John F. Patt, WGAR, Cleveland; G. Richard Shafto, WIS, Columbia, S. C.; F. C. Sowell, WLAC, Nashville. *Alternates* — R. A. Borel, WBNS, Columbus, Ohio; John Elmer, WCBM, Baltimore; Simon Goldman, WJTN, Jamestown, N. Y.; R. H. Mason, WPTF, Raleigh, N. C.

Baseball—Radio: Merrill Lindsay, WSOY, Decatur, Ill., chairman; Hugh Boice, WEMP, Milwaukee; Paul Jonas, Mutual Broadcasting System, New York; R. Sanford Guyer, WMOA Marietta, Ohio; William B. McGrath, WHDH, Boston, Harry McTigue, WINN, Louisville.

TV: James C. Hanrahan, WEWS, Cleveland, chairman; Otto Brandt, KING-TV, Seattle; Leslie C. Johnson, WHBF-TV, Rock Island, Ill.; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Carleton D. Smith, NBC-TV, New York; Lee B. Wailes, Fort Industry Co.-TV, Birmingham, Mich.

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NARTB

(Continued from page 449)

TELEVISION COMMITTEES
1951–1952

Convention—Robert D. Swezey, WDSU-TV, New Orleans, chairman; E. K. Jett, WMAR, Baltimore; Paul Raibourn, KTLA, Los Angeles; C. J. Witting, DuMont TV Network, New York.

Engineering—Raymond F. Guy, NBC-TV Network, New York, chairman; Rodney Chipp, DuMont TV Network, New York; John Leitch, WCAU-TV, Philadelphia; J. E. Mathiot, WGAL-TV, Lancaster, Pa.; Carlton G. Nopper, WMAR, Baltimore; J. F. Poppele, WOR-TV, New York; R. J. Rockwell, WLWT, Cincinnati.

Finance—George B. Storer, Fort Industry Co., Birmingham, Mich., chairman; Campbell Arnoux, WTAR-TV, Norfolk, Va.; Robert D. Swezey, WDSU-TV, New Orleans, La.

Legislative—Harold Hough, WBAP-TV, Fort Worth, chairman; Harry Bannister, WWJ-TV, Detroit; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Dwight Martin, WLWT, Cincinnati; J. Leonard Reinsch, WSB-TV, Atlanta; Frank M. Russell, NBC-TV Network, Washington; George B. Storer, Fort Industry Co., Birmingham, Mich.

Program Standards — Robert D. Swezey, WDSU-TV, New Orleans, La., chairman; Harry Bannister, WWJ-TV, Detroit, Mich.; James L. Caddigan, DuMont TV Network, New York, N. Y.; Walter J. Damm, WTMJ-TV, Milwaukee, Wis.; James C. Hanrahan, WEWS, Cleveland, Ohio; Harold Hough, WBAP-TV, Fort Worth, Texas; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Paul Raibourn, KTLA, Los Angeles, Calif.; J. Leonard Reinsch, WSB-TV, Atlanta, Ga.; Henry W. Slavick, WMCT, Memphis, Tenn.; Davidson Taylor, NBC-TV Network, New York, N. Y.; Donald W. Thornburgh, WCAU-TV, Philadelphia, Pa.

Contract Standardization — Theodore Bergmann, DuMont TV Network, New York, chairman; Arthur Gerbel Jr., KJR, Seattle; George W. Harvey, WFLA Tampa; E. K. Jett, WMAR, Baltimore; Louis Read, WDSU-TV, New Orleans; H. W. Slavick, WMCT, Memphis; James V. McConnell, NBC, New York; Harold Morgan Jr., ABC, New York; J. W. Kennedy Jr., WHAM-TV, Rochester; Robert M. McGredy, WCAU-TV, Philadelphia; Eugene S. Thomas; Edward Codel, Katz Agency, New York; William H. Weldon, Blair-TV, New York; Russel Woodward, Free & Peters, New York; Edward Petry, Edward Petry & Co., New York.

Steering — Eugene S. Thomas, chairman; George B. Storer, Fort Industry Co., Birmingham, Mich.; Robert D. Swezey, WDSU-TV, New Orleans.

INDUSTRY COMMITTEES
1951–1952

Television Broadcasters Tax — George B. Storer, Fort Industry Co., Birmingham, Mich., chairman; John Poole, Fort Industry Co., Birmingham, Mich., counsel; Campbell Arnoux, WTAR-TV, Norfolk, Va.; Earl H. Gammons, CBS, Washington; Robert Hinkley, ABC, Washington; Dwight Martin, WLWT, Cincinnati; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Frank M. Russell, NBC, Washington; Donald W. Thornburgh, WCAU-TV, Philadelphia; Peter King, WTMJ-TV, Milwaukee.

NARTB STANDARDS OF PRACTICE FOR AMERICAN BROADCASTERS

(Effective July 1, 1948)

THE BROADCASTERS' CREED

We Believe:

That American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

That we should make full and ingenious use of man's store of knowledge, his talents and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically:

¶ Observe the proprieties and customs of civilized society;

¶ Respect the rights and sensitivities of all people;

¶ Honor the sanctity of marriage and the home;

¶ Protect and uphold the dignity and brotherhood of all mankind;

¶ Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information;

¶ Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

¶ Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

Therefore:

As a guide for the achievement of our purposes, we subscribe to the following Standards of Practice*:

PROGRAM STANDARDS

News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcasts**

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for noncompliance with laws such as those prohibiting defamation and sedition.

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* Standards for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

** Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

¶ Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climatic incidents likely to terrify or excite unduly.

¶ Episodes involving the kidnaping of children.

¶ Sound effects calculated to mislead, shock or unduly alarm the listener.

¶ Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

¶ Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

Between 6:00 p.m. and 11:00 p.m.

5 minute programs	1:00
10 minute programs	2:00
15 minute programs	2:30
25 minute programs	2:50
30 minute programs	3:00
45 minute programs	4:30
60 minute programs	6:00

All Other Hours

5 minute programs	1:15
10 minute programs	2:10
15 minute programs	3:00
25 minute programs	4:00
30 minute programs	4:15
45 minute programs	5:45
60 minute programs	7:00

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as "cow-catcher" announcements and the program should be signed off *after* the use of what have been known as "hitch-hike" announcements.

Any casual reference in a program to another's product or service under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

Contests

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance. All contest details including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the

(Continued on page 452)

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

ALABAMA

WRFS, WRFS-FM, Alexander City—Licensed to Piedmont Service Corp. Publisher of *Alexander City Outlook* is minority stockholder.

WHMA, WHMA-FM, Anniston — Licensed to Anniston Bcstg. Co. Harry M. Ayers, owner of *Anniston Star*, principal stockholder.

WSGN, WSGN-FM, Birmingham—Licensed to the Birmingham News Co., publisher of *Birmingham News*. Birmingham News Co. also owns all capital stock of The Huntsville Times Co., licensee of WHBS and WHBS-FM, Huntsville, Ala.; and publisher of *Huntsville Times*.

WEBJ, Brewton—Licensed to Brewton Broadcasting Co., under same ownership as *Brewton Standard*.

WHOS, Decatur—Licensed to Northern Alabama Broadcasting Co. Barrett C. Shelton, 51% owner, publisher of *Decatur Daily*.

WGAD, Gadsden—Licensed to General Newspapers Inc.; Carmage Walls, president; Charles E. Marsh, chairman of the board. Same ownership as *Gadsden Times*, *Cedartown* (Ga.) *Standard*, *Spartanburg* (S.C.) *Herald Journal*, *Tuscaloosa* (Ala.) *News*, 80% of *Baytown* (Tex.) *Sun*, all preferred stock of *Martinsville* (Va.) *Bulletin*.

WHBS, WHBS-FM, Huntsville — Licensed to Huntsville Times Co., Inc., publisher of *Huntsville Times*. See also WSGN, Birmingham.

WRLD, WRLD-FM, Lanett — Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher or substantial owner of *Lanett Valley Times-News*, *Alexander City Outlook*, *Dadesville Record*.

WABB, WABB-FM, Mobile — Licensed to Mobile Press Register Inc., publishers of *Mobile Press Register*.

WMFC, Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholder, publishers of weekly *Monroe Journal* and *Frisco City Sun*. Mr. Faulkner is also publisher of weekly *Baldwin Times*.

WSFA, Montgomery — Licensed to Montgomery Broadcasting Co. Inc.; one-fourth interest owned individually by R. F. Hudson, publisher of *Montgomery Advertiser*.

ARIZONA

KGAN, Kingman—Licensed to J. James Glancy, publisher of *Mohave County Miner*.

KCNA, Tucson—Licensed to Catalina Broadcasting Co.; ownership affiliated with *Tucson Star* and *Citizen*.

NARTB Code

(Continued from page 451)

total time allowances as herein provided.

Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

The following tabulation, showing newspaper ownership or affiliation of AM and FM broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated. (For TV stations with newspaper ownership, see Telecasting Yearbook)

* * *

ARKANSAS

KFSA, KFSA-FM, Fort Smith — Licensed to Southwestern Publishing Co. *(Fort Smith Times Record* and *Southwest American)*. Donald W. Reynolds, owner, also owns *Bartlesville* (Okla.) *Examiner* and *Enterprise*, *Okmulgee* (Okla.) *Times* and *Times Democrat* (KHBG), *Las Vegas* (Nev.) *Review Journal*, *Boulder City* (Nev.) *Journal*. See also KBRS Springdale, Ark.; KHBG Okmulgee, Okla.; KAKE Wichita, Kans.; WIKK Erie, Pa.; KWRN Reno, Nev.

KXAR, Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of *Hope Star*.

KTHS, Hot Springs—Licensed to Radio Broadcasting Inc., chief owners identified with the Times Publishing Co. Inc., publishers of *Shreveport* (La.) *Times* (KWKH), same ownership as *Monroe* (La.) *World* and *News-Star*.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co. which is controlled by Gazette Publishing Co., publishers of *Arkansas Gazette*.

KWCB, Searcy — Licensed to White County Broadcasting Co. Inc. Minority stockholder M. P. Jones Jr. is publisher of *Searcy Citizen*.

KBRS Springdale—Licensed to Southwestern Publishing Co. President is Donald W. Reynolds (See KFSA Ft. Smith).

CALIFORNIA

KERN, KERN-FM, Bakersfield — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers). Also: KMJ Fresno, KBEE (FM) Modesto, KFBK Sacramento, KWG Stockton; KOH Reno.

KXO, El Centro—Licensed to Valradio Inc., 19% of which is owned by Imperial Valley Publishing Co. *(El Centro Morning Post*, *Imperial Valley Press*, *Brawley Daily News)*; 61% is owned by Paul and Edith Jenkins, and 20% by Mr. and Mrs. Harry Hovey.

KIEM, KRED (FM), Eureka—Licensed to Redwood Broadcasting Co. Inc., substantial minority stock interest owned by Eureka Newspapers Inc., publisher of *Humboldt Times* and *Standard*. See also KUIN Grants Pass, Ore.

KMJ, KMJ-FM, Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KLAC, Hollywood—Licensed to KMTR Radio Corp., owned by Dorothy Schiff, publisher *New York Post*.

KNGS, Hanford—Licensed to Samuel M. and Harriett Beaubaire, owners of the *Hanford Sentinel-Journal*.

KBEE (FM), Modesto—Licensed to McClatchy Broadcasting Co. (See KERN, Bakersfield).

KVON, Napa—Licensed to Napa Broadcasting Co., owned by Luther E. Gibson, publisher of *Vallejo* (Calif.) *Times-Herald* and *News-Chronicle*.

KLX, KLX-FM, Oakland—Licensed to Tribune Building Co.; affiliated with *Oakland Tribune*.

KROW, Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Coos Bay, Ore., publisher of *Coos Bay Times*.

KOCS, KEDO (FM), Ontario—Licensed to Daily Report Co., same ownership as *Ontario-Upland Report*.

KFBK, KFBK-FM, Sacramento — Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KGMS, Sacramento—Licensed to Capitol Radio Enterprises. William S. George, 25% stockholder, publisher of weekly *Sacramento Sporting News*.

KSDO, San Diego—Licensed to San Diego Bcstg. Co., 50% owned by Copley Press, publisher of *San Diego Union* and *Tribune*. (See WCVS, Springfield, Ill.)

KRON-FM, San Francisco—Licensed to Chronicle Publishing Co., publisher of *San Francisco Chronicle*.

KSJO, KSJO-FM, San Jose—Licensed to Santa Clara Broadcasting Co. President Patrick H. Peabody is publisher *Gilroy Dispatch*, *Los Gatos Daily Times*.

KSMO, San Mateo—Licensed to Amphlett Printing Co., publisher, San Mateo *Times & News Leader*.

KTIM, San Rafael—Licensed to Marin Broadcasting Co., owned by *San Rafael Independent-Journal*.

KTMS, Santa Barbara — Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press* (T. M. Storke, publisher, owns 51% of common stock). See KCOY, Santa Maria.

KDON, Santa Cruz—Licensed to Salinas Newspapers Inc., publisher *Salinas Californian* (Speidel Newspapers). See also WGNY Newburgh, N. Y.; WKIP Poughkeepsie, N. Y. Other Speidel Newspapers are *Visalia* (Calif.) *Times-Delta*, *Fort Collins* (Colo.) *Coloradoan*, *Poughkeepsie* (N.Y.) *New Yorker* (WKIP), *Reno* (Nev.) *Gazette* and *State Journal*, *Chillicothe* (Ohio) *Gazette*, *Iowa City* (Ia.) *Press-Citizen*. Speidel also publishes *Western Ranch & Home*, *Western Horseman* and *Quarter Horse News* magazines.

KSCO, Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of *Santa Cruz Sentinel News*, is a partner.

KCOY, Santa Maria—Licensed to News Press Publishing Co. See KTMS Santa Barbara.

KSRO, Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with *Santa Rosa Press-Democrat*. Operated independently of newspaper.

KWG, Stockton—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KHUB, Watsonville—Licensed to Patrick H. Peabody, who has 35% interest in *Los Gatos* (Calif.) *Times*, 40% interest in *Gilroy* (Calif.) *Dispatch*.

COLORADO

KLMR, Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz, 1/7 owner, owns *Lamar Daily News*.

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 73.58% of stock owned by the Gannett Newspapers. See WHEC Rochester, N. Y.

WCNX, Middletown—Licensed to Middlesex Broadcasting Co. Middletown Press Publishing Co. *(Middletown Press)* owns 50%.

WICH, Norwich—Licensed to Eastern Connecticut Broadcasting Co. Stockholders Harrison C. Noyes and Clifford C. Oat are co-publishers of *Norwich Bulletin* and *Record*.

WSTC, WSTC-FM, Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of *Stamford Advocate*, is president.

WBRY, Waterbury — Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *American*.

DELAWARE

WDEL, WDEL-FM, Wilmington — Licensed to WDEL Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc., publisher of *Lancaster New Era* and *Intelligencer Journal*.

DISTRICT OF COLUMBIA

WMAL, WMAL-FM, Washington — Licensed to Evening Star Broadcasting Co., subsidiary of *Washington Star*.

WTOP, WTOP-FM, Washington — Licensed to WTOP Inc. 55% owned by *Washington Post* (45% owned by CBS).

FLORIDA

WNDB, WNDB-FM, Daytona Beach—Licensed to the News-Journal Corp publisher of *Daytona Beach Journ* and *News*.

WFTL, Ft. Lauderdale—Licensed to th Gore Pub. Co., publishers of *Ft Lauderdale News*.

WJHP, WJHP-FM, Jacksonville — Licensed to Metropolis Co.; same ownership as *Jacksonville Journal*. Se WCOA, Pensacola.

WIOD, WIOD-FM, Miami—Licensed t Isle of Dreams Broadcasting Corp, stock owned by Miami News Inc, publisher of *Miami News*. Se WHIO, Dayton, O., and WSB, Atlanta, Ga.

WQAM, WQAM-FM, Miami — License to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of *Miami Herald* (Knigh Newspapers). See WIND, Chicago.

WGBS, WGBS-FM, Miami—Licensed t Fort Industry Co. George B. Storer president, is also president of Florida Sun Publishing Co., publisher o *Miami Beach Florida Sun*.

WTMC, Ocala — Licensed to Ocala Broadcasting Co. Inc.; affiliate of Ocala Star-Banner (Perry Newspapers). See WCOA, Pensacola.

WHOO, WHOO-FM, Orlando—Licensed to Orlando Daily Newspapers, publishers of the *Orlando Sentinel* and *Star*. Sale to Edward Lamb pending FCC approval. Mr. Lamb owns WTOD and WTRT (FM) Toledo, WICU (TV) Erie, Pa., *(Erie Dispatch)* and WTVN (TV) Columbus, O.

WDLP, WDLP-FM (CP), Panama City—Licensed to Panama City Bcstg. Co. Same ownership as *Panama City News-Herald*. See WCOA Pensacola.

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, owner, is publisher of following Florida newspapers: *Pensacola Journal* and *News*, *Deland Sun-News*, *Jacksonville Journal* (WJHP), *Ocala Star-Banner* (WTMC), *Panama City News-Herald* (WDLP), *Palm Beach News*, as well as a number of weekly newspapers. Mr. Perry also publishes the *Frankfort* (Ky.) *State Journal* and is president of Western Newspaper Union, a newspaper syndicate. See also WJHP Jacksonville, WTMC Ocala, WDLP Panama City.

WTSP, WTSP-FM, St. Petersburg—Licensed to Pinellas Broadcasting Co., 59% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.

WDAE, WDAE-FM, Tampa — Licensed to Tampa Times Co., publisher o *Tampa Times*.

WFLA, WFLA-FM, Tampa — Licensed to Tribune Co., publisher of *Tampa Tribune*.

GEORGIA

WALB, Albany — Licensed to Herald Publishing Co., publisher of *Albany Herald*.

WDEC, Americus—Licensed to Americus Broadcasting Co. President James R. Blair is publisher of *Americus Times Recorder*.

WGAU, WGAU-FM, Athens—Licensed to J. K. Patrick & Co. Stockholder E. B. Braswell is editor of the *Athens Banner-Herald*.

WAGA, WAGA-FM, Atlanta — see WGBS, Miami, Fla.

WSB, WSB-FM, Atlanta—Licensed t Atlanta Newspapers Inc., publisher of *Atlanta Journal* and *Constitution* (chief owner, J. M. Cox Jr., see also WIOD, Miami and WHIO, Dayton, O.)

WBHF, Cartersville—Licensed to W. R. Frier, owner of weekly *Bartow Herald*.

WGBA, WGBA-FM, Columbus — Licensed to Georgia-Alabama Broadcasting Corp. Twenty per cent interest each held by A. H. Chapman, president, M. R. Ashworth, publisher of the *Ledger* and *Enquirer*; Wyline Page Chapman; Annie Laurie Page Ashworth, and W. E. Page, owners of stock in the Ledger-Enquirer Co.

WMOC, Covington—Licensed to Covington News Inc., publisher of the *Covington News*, the *Conyers* (Ga.) *News*, and the Monroe (Ga.) *Walton Times*.

WGLS, Decatur—Licensed to DeKalb Broadcasting Co. Ownership has one-sixth interest in *DeKalb New Era*.

WDUN, WDUN-FM, Gainesville — Licensed to Northeast Georgia Broadcasting Co. Albert S. Hardy, minority stockholder, publishes the *Gainesville News*.

WGGA, Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Times*, is president and majority stockholder.

WKLY, Hartwell—Licensed to Louie L. Morris, partner in weekly *Hartwell Sun*.

WLAG, WLAG-FM, La Grange — Licensed to La Grange Broadcasting Co.; thirty-three and one-third per cent of stock owned by Roy C. Swank, publisher of *La Grange News*.

WNEX, WNEX-FM, Macon — Licensed to Macon Broadcasting Co.; 16% held by the Telegraph Publishing Co., publisher of *Macon Telegraph* and *News*.

WMVG, Milledgeville—Licensed to Jere N. Moore, editor, weekly *Union-Recorder*.

WLAQ, Rome—Licensed to News Publishing Co., publisher of *Rome News-Tribune*.

WSFT, Thomaston — Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, weekly *Thomaston Times* and *Free-Press*, owns 40% of station.

WVOP, Vidalia—Licensed to Vidalia Broadcasting Co. R. E. Ledford, 50% owner, is publisher of weekly *Vidalia Advance*.

WAYX, Waycross — Licensed to Jack Williams, publisher, *Waycross Journal-Herald*.

IDAHO

KBIO, Burley—Licensed to KBIO Inc. Owned 86% by Jessica L. Longston, publisher of weekly *Burley Bulletin* and *St. Helens* (Ore.) *Sentinel Mist*. See also KPUG, Bellingham and KSEM, Moses Lake, Wash.

KCID, Caldwell—Licensed to Caldwell Bcstg. Co. Inc. Station stock is 50% owned individually by stockholders of Caldwell News-Tribune Inc., publisher of *Caldwell News-Tribune*.

KVNI, Coeur d'Alene — Licensed to Coeur d'Alene Broadcasting Co. Scripps Newspapers Inc., 24% owner, publisher of *Coeur d'Alene Press*, *Pocatello* (Ida.) *State Journal*, *Provo* (Utah) *Herald*, *The Dalles* (Ore.) *Chronicle*. See also KEYY, Pocatello, Ida., and KNEW Spokane, Wash.

KIFI, Idaho Falls—Licensed to Eastern Idaho Bcstg. & Tele. Co. *Idaho Falls Post-Register* is part owner (see KWIK Pocatello).

KEYY, Pocatello—Licensed to Radio & Television Broadcasting Co. of Idaho. Scripps Newspapers Inc., 24% owner, publisher of *Pocatello State Journal*, *Coeur d'Alene* (Ida.) *Press*, *Provo* (Utah) *Herald*, *The Dalles* (Ore.) *Chronicle*. See also KVNI Coeur d'Alene, Ida. and KNEW Spokane, Wash.

KWIK, Pocatello—Licensed to Eastern Idaho Broadcasting and Television Co. *Idaho Falls Post-Register* is part owner. See KIFI Idaho Falls.

ILLINOIS

WAVA, Ava—Licensed to Ava Broadcasting Co. Leonard M. Johnson, 50% owner, is publisher of weekly *Ava Citizen*.

WJBC, WJBC-FM, Bloomington — Licensed to Bloomington Broadcasting Corp., affiliated with Daily Pantagraph Co., publisher of *Bloomington Pantagraph*.

WBYS, WBYS-FM, Canton — Licensed to Fulton County Broadcasting Co. Same ownership as *Canton Ledger*.

WDWS, WDWS-FM, Champaign — Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.

WAAF, WAAF-FM, Chicago—Licensed to Corn Belt Publishers Inc. *(Drovers Journal* division).

WGN, WGNB (FM), Chicago—Licensed to WGN Inc., 100% subsidiary of the Tribune Co., publisher of *Chicago Tribune*.

WIND, Chicago—Licensed to the Johnson-Kennedy Radio Corp., Knight Newspapers own 42% *(Chicago Daily News*, *Detroit Free Press*, *Akron Beacon Journal* (WAKR), *Miami Herald* (WQAM).

WJJD, WFMF (FM), Chicago—Licensed to WJJD Inc., owned by Field Enterprises Inc., controlled by Marshall Field, publisher, *Chicago Sun-Times*. See KOIN Portland, Oreg. and KJR Seattle, Wash.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by Prairie Farmer Publishing Co., publisher of *Prairie Farmer*, biweekly.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspapers). See WHEC Rochester, N. Y.

WCRA, Effingham—Licensed to the Effingham Bcstg. Co. Some stockholders also hold stock in *Effingham News*.

WSOY, WSOY-FM, Decatur—Licensed to Illinois Broadcasting Co., 100% of stock owned by Decatur Newspapers Inc., publisher of *Decatur Herald* and *Review;* same ownership as *Champaign-Urbana* (Ill.) *Evening Courier* and others.

WFJS (FM), Freeport — Licensed to Freeport Journal Standard Publishing Co., publishers *Journal Standard*.

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; controlled by *Galesburg Register Mail*.

WLDS, Jacksonville—Licensed to Jacksonville Radio & Television Corp., 90% owned by Jacksonville Journal and Courier Co., publisher of *Jacksonville Journal* and *Courier*.

WKAN, Kankakee — Licensed to the Kankakee Daily Journal Co., publisher, *Kankakee Daily Journal*.

WLPO, La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of *La Salle News-Tribune*.

WMBD, WMBD-FM, Peoria — Licensed to Peoria Broadcasting Co., majority ownership identified with ownership of *Peoria Journal*.

WGEM, WQDI (FM), Quincy—Licensed to Quincy Bcstg. Co., affiliated with *Quincy Herald Whig*.

WTAD, WTAD-FM, Quincy — Licensed to Lee Broadcasting Inc., affiliated with Lee Newspapers, which publishes the following newspapers in Iowa: *Davenport Times* and *Democrat & Leader*, *Ottumwa Courier*, *Muscatine Journal*, *Mason City Globe-Gazette* (KGLO). Also the following: *Madison* (Wis.) *State Journal*, *La Crosse* (Wis.) *Tribune & Leader-Press*, *Hannibal* (Mo.) *Courier-Post*, *Kewanee* (Ill.) *Star-Courier*, *Lincoln* (Neb.) *Star*. See also KGLO Mason City, Iowa.

WHBF, WHBF-FM, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders own all stock of *Rock Island Argus*.

WROK, WROK-FM, Rockford — Licensed to Rockford Broadcasters Inc. Same ownership as *Rockford Star* and *Register-Republic*.

WCVS, WCVS-FM, Springfield — Licensed to WCBS Inc., same ownership as *Springfield State Journal* and *Register* (Copley Press). Other Copley newspapers are the following in Illinois: *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald-News*. Also the following in California: *Alhambra Post-Advocate*, *Burbank Review*, *Culver City Star-News*, *Glendale News-Press*, *Redondo Breeze*, *Venice Vanguard*, *San Pedro News-Pilot*, *San Diego Union* and *Tribune* (KSDO). See also KSDO San Diego, Calif.

WKRS, Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of the *Waukegan News-Sun*. WKRS-FM is licensed to Keystone Printing Service Inc., publishers of *Waukegan News-Sun*.

WFRX, West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co. 20% of stock owned by E. J. Paxton, vice president of Paducah Newspapers. See WKYB Paducah, Ky.

INDIANA

WCNB, WCNB-FM, Connersville—Licensed to News Examiner Co., publisher of *Connersville News-Examiner*.

WTRC, WTRC-FM, Elkhart—Licensed to Truth Publishing Co. Inc., publisher of *Elkhart Truth*.

WGL, Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co. *(Fort Wayne News-Sentinel)*.

WIRE, Indianapolis—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc., publisher of *Indianapolis Star* and *News*, *Muncie Star* and *Evening Press*, *Huntington Herald-Press*, *Vin-*

(Continued on page 454)

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Newspaper Ownership

(Continued from page 453)

cennes *Sun-Commercial*, *Lebanon Reporter*, all in Indiana; also *Phoenix Republic* and *Gazette*, Arizona. E. C. Pulliam, president.

WIOU, Kokomo — Licensed to North Central Broadcasting Corp. President Richard Blacklidge is also president of *Kokomo Tribune*.

WMRI (FM), Marion — Licensed to Chronicle Publishing Co., Inc., publisher of *Marion Leader-Tribune* and *Chronicle*.

WCTW (FM), New Castle—Licensed to Courier-Times Inc., publisher of *New Castle Courier-Times*.

WSRK (FM), Shelbyville—Licensed to Shelbyville Radio Inc. Stockholders have interest in *Shelbyville News*.

WSBT, South Bend—Licensed to the *South Bend Tribune*.

WAOV, Vincennes — Licensed to Vincennes Newspapers Inc. (same ownership as WIRE, Indianapolis).

WRSW, **WRSW-FM**, Warsaw—Licensed to Reub Williams & Sons Inc., publisher of *Warsaw Times-Union*.

WFML (FM), Washington—Licensed to Washington Radio Inc., majority interest held by owner of *Washington* (Ind.) *Herald*.

IOWA

KASI, Ames—Licensed to Ames Broadcasting Co. President W. S. Rupe and Hollis Nordyke, stockholders, own stock in *Ames Tribune*.

KWBG, Boone — Licensed to Boone Broadcasting Co. Stockholders Harold A. and Mary Garvey control *Boone News-Republican*.

KBUR, **KBUR-FM**, Burlington — Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette*. See KFBI Wichita, Kans.

KCRG, **KCRK** (FM), Cedar Rapids—Licensed to the Gazette Co., publisher of *Cedar Rapids Gazette*.

KCOG, Centerville—Licensed to Centerville Broadcasting Co. President Robert K. Beck controls *Centerville Iowegian*.

KSWI and **KFMX** (FM), Council Bluffs —Licensed to the Nonpareil Broadcasting Co., affiliated with the New Nonpareil Co., publisher of the *Council Bluffs Nonpareil*.

KDEC, Decorah — Licensed to *Telegraph-Herald*, Dubuque. (Sale to Scenic Bcstg. Co. pending FCC approval).

KRNT, **KRNT-FM**, Des Moines — Licensed to Cowles Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Tribune*; also publisher of *Minneapolis Tribune* and *Star* and *Look* magazine. See WNAX Yankton, S. D., and WCOP Boston.

KDTH, **KDTH-FM**, Dubuque—Licensed to *Dubuque Telegraph-Herald*.

KFJB, Marshalltown—Licensed to Marshall Electric Co., owned by the *Marshalltown Times Republican*.

KGLO, **KGLO-FM**, Mason City — Licensed to Lee Radio Inc., affiliated with ownership to WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of *Mason City Globe-Gazette*, a Lee Syndicate newspaper. Other Lee Newspapers: In Iowa—*Davenport Times* and *Democrat & Leader*, *Ottumwa Courier*, *Muscatine Journal*. In Wisconsin — *Madison State Journal*, *LaCrosse Tribune & Leader-Press*; *Hannibal* (Mo.) *Courier-Post*, *Kewanee* (Ill.) *Star-Courier*, *Lincoln* (Neb.) *Star*.

KSCJ, **KSCJ-FM**, Sioux City—Licensed to the Perkins Brothers Co. William R. Perkins, president, also is president-publisher of *Sioux City Journal* and *Journal-Tribune*.

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co., whose owners have interests in the *Sioux City Journal-Tribune*.

KJFJ, Webster City—Licensed to Land-O-Corn Broadcasters, owners affiliated with *Freeman Journal*.

KANSAS

KSOK, Arkansas City — Licensed to KSOK Broadcasting Co. Beneficial owner of stock is Stauffer Publications Inc., publisher of *Arkansas City Traveler*, *Pittsburg* (Kans.) *Headlight* and *Forum* (KSEK), *Shawnee* (Okla.) *News* and *Star* (KGFF), *Grand Island* (Neb.) *Independent*, *Maryville* (Mo.) *Forum*, *Topeka* (Kans.) *State Journal*, *Nevada* (Mo.) *Mail*, *York* (Neb.) *News-Times*, *Santa Maria* (Calif.) *Times*, *Pauls Valley* (Okla.) *Democrat*. See also KSEK Pittsburg, Kans., and KGFF Shawnee, Okla.

KGGF, Coffeyville—Licensed to Midwest Broadcasting Co. Same ownership as *Coffeyville Journal*. See KHAS, Hastings, Neb.

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious and other stockholders also own *Dodge City Globe*.

KTSW, Emporia—Licensed to The Emporia Broadcasting Co. Inc., majority stockholders also own Telegram Publishing Co., publisher *Garden City Telegram*.

KIUL, Garden City—Licensed to the Telegram Publishing Co., publisher of the *Garden City Telegram*.

KVGB, Great Bend—Licensed to KVGB Inc. Same ownership as *Great Bend Tribune* and *Russell* (Kans.) *News*.

KAYS, Hays—Licensed to KAYS Inc., principally owned by *Hays News*.

KIND, Independence—Licensed to Central Broadcasting Inc., 20% owned by H. A. Meyer Jr., publisher of *Independence Reporter*.

KCKN, Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Capital* (WIBW).

KMAN, Manhattan—Licensed to Manhattan Broadcasting Co. Same ownership as *Manhattan Mercury-Chronicle*. See KHAS, Hastings, Neb.

KNEX, McPherson—Licensed to McPherson Broadcasting Co. Stockholder Ken Krehbiel owns *McPherson Republican*.

KLKC, Parsons—Licensed to Community Broadcasting Co. President Clyde M. Reed Jr. is publisher of *Parsons Sun*.

KSEK, Pittsburg — Licensed to the KSEK Broadcasting Co., owned by Stauffer Publications; also see KSOK Arkansas City and KGFF Shawnee, Okla.

KSAL, Salina—Licensed to KSAL Inc., affiliated with ownership of the *Salina Journal*. See KFBI Wichita.

WIBW, Topeka — Licensed to Topeka Broadcasting Assn. Inc., controlled by Capper Publications Inc., publisher of *Topeka Capital*, *Kansas City* (Kans.) *Kansan*. See KCKN, Kansas City.

KAKE, Wichita—Licensed to KAKE Broadcasting Co. Inc., subsidiary of Southwestern Publishing Co. See KFSA Fort Smith, Ark.

KFBI, Wichita—Licensed to KFBI Inc. Stockholders include John P. and Sidney Harris of *Hutchinson News-Herald* and *Salina Journal* and R. J. Laubengaver of *Salina Journal* (KSAL), *Burlington* (Ia.) *Hawk Eye Gazette* (KBUR).

KFH, **KFH-FM**, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Wichita Eagle Inc., publisher of *Wichita Eagle*.

KWBB, Wichita—Licensed to Wichita Beacon Broadcasting Co., affiliated with Beacon Publishing Co., publishers *Wichita Beacon*.

KENTUCKY

WKCT, Bowling Green—Licensed to Daily News Broadcasting Co., controlled by *Park City News*.

WCNL, Central City—Licensed to Central City-Greenville Broadcasting Co. Owners L. L. and A. E. Stone and R. G. Utley also own weekly *Central City Messenger* and *Times-Argus*.

WCTT, Corbin—Licensed to Corbin Times-Tribune Inc., publisher *Corbin Tribune* and *Times* and 50% owner of *Harlan* (Ky.) *Enterprise*.

WFUL, Fulton—Licensed to Ken-Tenn Broadcasting Corp. Robert Paul Westpheling Jr. and wife own 4% of station, publish weekly *Fulton News*.

WKIC, Hazard — Licensed to BMG Broadcasting Co., which owns 75% of Herald Publishing Co. (*Hazard Herald*).

WHAS, Louisville—Licensed to WHAS Inc., subsidiary of Courier-Journal & Louisville Times Co., publisher of *Louisville Courier-Journal* and *Louisville Times*.

WFMW, **WFMW-FM**, Madisonville—Licensed to Messenger Broadcasting Co., owned 50% by *Madisonville Messenger*.

WKTM, Mayfield—Licensed to Mayfield Broadcasting Co. President Frank O. Evens owns *Mayfield Messenger*.

WMIK, Middlesboro—Licensed to Cumberland Gap Broadcasting Co. Some stockholders also own stock in *Middlesboro News*.

WOMI, **WOMI-FM**, Owensboro — Licensed to Owensboro Broadcasting Co., stock owned by principal stockholders of Owensboro Publishing Co., publisher of *Owensboro Messenger* and *Inquirer*.

WKYB, **WKYC** (FM), Paducah — Licensed to WKYB Inc. Same ownership as *Paducah Sun-Democrat*.

WLSI, Pikeville—Licensed to Cumberland Pub. Co., publisher of *Pikeville News*.

LOUISIANA

KTRY, Bastrop — Licensed to Morehouse Broadcasting Co. President Nathan Bolton is publisher of weekly *Bastrop Chronicle* and *Morehouse Enterprise*.

WJBO, **WBRL** (FM), Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as *Baton Rouge Advocate* and *State-Times*.

KSIG, Crowley—Licensed to the Acadia Broadcasting Co. Owner Max Thomas is publisher *Crowley Signal* and weekly *Acadian*. (See KJEF Jennings.)

KJEF, Jennings—Licensed to Jennings Broadcasting Co. President Max Thomas owns *Crowley Signal* and weekly *Acadian*.

KVOL, **KVOL-FM**, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by *Lafayette Advertiser*.

WTPS, **WTPS-FM**, New Orleans — Licensed to Times Picayune Publishing Co., publisher of *New Orleans Times-Picayune* and *States*.

KRUS, Ruston — Licensed to C. E. Faulk Jr., publisher *Ruston Leader*.

KWKH, **KWKH-FM**, Shreveport — Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*; same ownership as *Monroe* (La.) *World* and *News-Star* (See also KTHS, Hot Springs, Ark.)

MAINE

WGUY, **WGUY-FM**, Bangor—Licensed to the Guy Gannett Bcstg. Services, owned by Guy Gannett Publishing Co., owner of *Portland Press Herald* and *Express*; *Kennebec Journal*, Augusta; and *Waterville Sentinel*.

WGAN, Portland — Licensed to Guy Gannett Broadcasting Services; see WGUY, Bangor.

MARYLAND

WBAL, **WBAL-FM**, Baltimore — Licensed to Hearst Radio Inc.; same ownership as *Baltimore News-Post*, *New York Journal-American* and *Mirror*, *Albany*, (N.Y.) *Times-Union*, *Boston Record* and *American*, *Pittsburgh SunTelegraph* (WCAE), *Chicago Herald-American*, *Milwaukee Sentinel* (WISN), *Detroit Times*, *San Francisco Examiner* and *Call-Bulletin*, *Los Angeles Examiner* and *Herald-Express*, *San Antonio Light*, *Seattle Post-Intelligencer* (25% ownership in KING). See also WCAE Pittsburgh, WISN Milwaukee and KING Seattle.

MASSACHUSETTS

WHDH, **WHDH-FM**, Boston—Licensed to Matheson Radio Co., owned by Boston Herald-Traveler Corp., publisher *Boston Herald* and *Traveler*.

WBET, **WBET-FM**, Brockton—Licensed to Enterprise Pub. Co., publisher, *Brockton Enterprise & Times*.

WSAR, Fall River—Licensed to Fall River Broadcasting Co., owned by Fall River Herald News Publishing Co., publisher of *Fall River Herald News*.

WHYN, **WHYN-FM**, Holyoke — Licensed to Hampden Hampshire Corp.; all stock of station owned by owners of *Holyoke Transcript-Telegram* and *Northampton* (Mass.) *Hampshire Gazette*.

WLAW, **WLAW-FM**, Lawrence — Licensed to Hildreth & Rogers Co.; under same ownership as Eagle-Tribune Publishing Co., publisher of *Lawrence Eagle* and *Tribune*.

WNBH, **WFMR** (FM), New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times*.

WBEC, **WBEC-FM**, Pittsfield—Licensed to Western Mass. Broadcasting Co., owned by *Berkshire Eagle*.

WPEP, Taunton — Licensed to Silver City Broadcasting Corp. J. Milton Hammond, part owner and general manager, owns the *Catholic Observer* magazine in Pittsburgh and several newspapers in Pittsburgh area.

WOCB, **WOCB-FM**, West Yarmouth—Licensed to E. Anthony & Sons Inc., see WNBH New Bedford.

WTAG, **WTAG-FM**, Worcester — Licensed to WTAG Inc., affiliated with Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram* and *Gazette*.

MICHIGAN

WELL, **WELL-FM**, Battle Creek—Licensed to Federated Publications Inc., publisher of *Battle Creek Enquirer & News*, *Grand Rapids Herald* and *Lansing State Journal*.

WHFB, **WHFB-FM**, Benton Harbor—Licensed to Palladium Pub. Co., publisher of *Benton Harbor News-Palladium*, *St. Joseph* (Mich.) *Herald-Press*.

WJBK, **WJBK-FM**, Detroit — See WGBS, Miami, Fla.

WJLB, **WJLB-FM**, Detroit — Licensed to Booth Radio Stations Inc. Mr. J. L. Booth personally owns a large stock interest in Booth Newspapers Inc. (*Grand Rapids Press*, *Flint Journal*, *Muskegon Chronicle*, *Kalamazoo Gazette*, *Saginaw News*, *Bay City Times*, *Jackson Citizen-Patriot*, *Ann Arbor News*.) See WBBC Flint and WSGW Saginaw.

WWJ, **WWJ-FM**, Detroit—Licensed to Evening News Association, publisher of *Detroit News*.

WDBC, Escanaba—Licensed to Delta Broadcasting Co. The J. P. Norton estate, 45% owner, also controls the *Escanaba Press*.

WAJL (FM), Flint—Licensed to Advertisers Press Inc., publisher of *Flint News Advertiser*.

WBBC, Flint—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally has stock in Booth Newspaper Inc. See WJLB, Detroit.

WMIQ, Iron Mountain—Licensed to the Iron Mountain-Kingsford Bcstg. Co. President Frank J. Russell is publisher of *Iron Mountain News*.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co. Inc., wholly owned by the Mining Journal Co. Ltd., publisher *Marquette Mining Journal*.

WMDN, Midland — Licensed to Rich Publishing House Inc. publisher of *Midland News*.

WMLN (FM), Mt. Clemens—Licensed to Macomb Publishing Co., publisher of *Mt. Clemens Monitor Leader*, *South Macomb News* and *Flyer*.

WOAP, **WOAP-FM**, Owosso—Licensed to Owosso Bcstg. Co., subsidiary of Argus Press Co., publisher of *Owosso Argus Press*.

WSGW, Saginaw—Licensed to Booth Radio & Television Stations Inc. (See WJLB Detroit.)

WSOO, Sault Ste. Marie — Licensed to Hiawathaland Broadcasting Co. George A. Osborn, publisher of *Sault Ste. Marie News*, owns 30%.

MINNESOTA

WEBC, **WEBC-FM**, Duluth — Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32% by Northwest Paper Co., 20% by Morgan Murphy, president of Evening Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WISC Madison; WEAU Eau Claire, Wis.; KVOL Lafayette, La., and the *Manitowoc* (Wis.) *Herald-Times*, *Chippewa Falls* (Wis.) *Herald-Telegram*, *Two Rivers* (Wis.) *Reporter*, Virginia (Minn.) *Mesabi News* and *Range Facts*, *Los Angeles* (Calif.) *Eagle Rock News-Herald* and *Highland Park News-Herald*, and *Lafayette* (La.) *Daily Advertiser*.

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co. See WEBC, Duluth.

WTCN, **WTCN-FM**, Minneapolis—Licensed to Mid-Continent Radio & Television Inc.; 50% of stock owned by Ridder interests Northwest Publications Co., publisher of *Duluth News-Tribune* and *Herald*, *St. Paul Pioneer Press* and *Dispatch*. 50% of stock owned by Minnesota Tribune Co. Other Ridder Publications are *New York Journal of Commerce*, *New York Staats-Zeitung* and *Heraold*, *Aberdeen* (S.D.) *American* and *News* (KSDN), *Grand Forks* (N.D.)

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Sol Taishoff, editor and publisher

Newspaper Ownership

(Continued from page 454)

Herald (KILO), minority interest in *Seattle* (Wash.) *Times.* See also WEMP Madison, Wis., and WDSN Superior, Wis.

KDMA, Montevideo—Licensed to Midwest Broadcasting Corp. Everett S. Mills 1% stockholder, publisher of weekly *Montevideo American.*

KNUJ, New Ulm—Licensed to KNUJ Inc., affiliated with *New Ulm Journal.*

KFAM, KFAM-FM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Times.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, KWNO-FM, Winona—Licensed to Winona Radio Service, owned by M. H. White, publisher of *Winona Republican-Herald.*

MISSISSIPPI

WBIP, Booneville—Licensed to Booneville Broadcasting Co. E. O. Roden, sole owner, controls *Walker County Times.*

WJMB, Brookhaven — Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Brady is editor of *Brookhaven Leader Times.*

WROX, Clarksdale—Licensed to Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch.* See WCBI Columbus, Miss.

WCJU, Columbia—Licensed to Lester Williams, editor and publisher of weekly *Columbian Progress.*

WCBI, Columbus—Licensed to Birney Imes Jr., owner of *Columbus Commercial Dispatch.* See also WELO, Tupelo; WROX, Clarksdale; WNAG Grenada; WMOX, Meridian, all Miss.

WCMA, Corinth—Licensed to Corinth Broadcasting Co. Aaron B. Robinson, 46% owner, is publisher of *Corinth Corinthian.* See also WDXI Jackson, Tenn.; WENK Union City, Tenn.

WNAG, Grenada—Licensed to Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch.* See WCBI, Columbus, Miss.

(NEW), Iuka—Licensed to R. W. Towery, publisher of weekly *Iuka Vidette, Belmont Tri-County News* and *Herndon* (Miss.) *Times-Promoter.*

WMOX, WMOX-FM, Meridian — Licensed to Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch.* See WCBI, Columbus, Miss.

WELO, Tupelo—Licensed to Tupelo Broadcasting Co., owned by Birney Imes Jr., owner of *Columbus* (Miss.) *Commercial Dispatch.* See WCBI, Columbus, Miss.

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. President L. P. Cashman is publisher of the *Vicksburg Herald* and *Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; controlled by H. J. Walters Jr., publisher of *Columbia Tribune.*

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post* (Lee Syndicate newspaper). See KGLO Mason City, Ia.

KIMO, Independence—Licensed to the Blue Valley Co. Craig Siegfried, general manager and 25% owner, owns the *Independence News.*

KWOS, KWOS-FM, Jefferson City—Licensed to the Capital Broadcasting Co. R. C. Goshorn, president, is also president of the News Tribune Co., publisher of *Jefferson City Capital News* and *Post-Tribune.*

WMBH, WMBH-FM, Joplin — Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of *Joplin Globe* and *News-Herald* owns majority of stock.

KCKN, Kansas City—Licensed to the KCKN Broadcasting Co. Owned by Capper Publications Inc., publishers of the *Kansas City Kansan* and the *Topeka Daily Capital.* See WIBW, Topeka, Kans.

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of *Kansas City Star* and *Times.*

KBOA, KBOA-FM, Kennett—Licensed to the Kennett Broadcasting Co. General manager, Paul C. Jones, is ½ owner *Dunklin Democrat.*

KGBX, Springfield — Licensed to Springfield Broadcasting Co.; owned 99% by Springfield Newspapers Inc., publisher of *Springfield News* and *Leader-Press.*

KFEQ, St. Joseph—Licensed to KFEQ Inc. 43% of stock owned by the News Corp., publisher of the *St. Joseph News-Press* and *Gazette.*

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch.*

KWK, St. Louis—Licensed to KWK Inc. *St. Louis Globe-Democrat* is minority stockholder.

MONTANA

KMON, Great Falls—Licensed to the Montana Farmer Broadcasting Corp., affiliated with *Montana Farmer Stockman,* semi-monthly farm journal, and *Great Falls Tribune.*

KRJF, Miles City—Licensed to Star Printing Co., publisher of *Miles City Star.*

NEBRASKA

KFGT, Fremont—Licensed to Walker Newspapers Inc., publisher of *Fremont Guide Tribune.*

KHAS, Hastings—Licensed to Nebraska Broadcasting Co. Owned by Fred A., Richard M. and Fay N. Seaton, publishers of *Hastings Tribune, Manhattan* (Kans.) *Mercury-Chronicle* (KMAN), *Coffeyville* (Kans.) *Journal* (KGGF), *Winfield* (Kans.) *Courier, Alliance* (Neb.) *Times-Herald, Deadwood* (S.D.) *Pioneer-Times, Lead* (S.D.) *Call, Sheridan* (Wyo.) *Press.*

WJAG, Norfolk — Licensed to Huse Pub. Co., publisher of the *Norfolk News.*

KFAB, Omaha — Licensed to KFAB Broadcasting Co., 50% of stock owned by Sidles Co., 25% of stock owned by Lincoln *Nebraska State Journal;* 25% of stock owned by *Lincoln Star.*

WOW, Omaha—Licensed to Radio Station WOW Inc., owned by Meredith Publishing Co.; publisher of *Better Homes & Gardens* and *Successful Farmer.*

NEVADA

KELK, Elko—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 50% owner *Elko Free Press* is president and 17.86% owner of station.

KOH, Reno — Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee,* all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.

KWRN, Reno — Licensed to Nevada Radio & Television Inc., 50% owned by Donald W. Reynolds, publisher Southwestern Publishing Co. See KFSA Fort Smith, Ark.

NEW JERSEY

WJLK, WJLK (FM), Asbury Park—Licensed to Asbury Park Press Inc., publisher *Asbury Park Press.*

WFPG, WFPG-FM, Atlantic City—Licensed to Neptune Broadcasting Co., affiliated with *Atlantic City Reporter.*

WDHN (FM), New Brunswick — Licensed to Home News Pub. Co. publisher of *New Brunswick Home News.*

WNJR, WNJR-FM, Newark—Licensed to North Jersey Radio Inc., owned by *Newark News.*

WPAT, Paterson—Licensed to North Jersey Broadcasting Co., 90% owned by *Passaic News.*

WTOA (FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of *Trenton Times.*

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co., 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co. publisher of *Albuquerque Journal.*

NEW YORK

WMBO, WMBO-FM, Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser.*

WBEN, WBEN-FM, Buffalo—Licensed to WBEN, Inc.; stock owned by same ownership as *Buffalo News.*

WEBR, Buffalo — Licensed to WEBR Inc. Owned by *Buffalo Courier-Express.*

WFSS (FM), Coram—Licensed to Suffolk Broadcasting Co. Owned by W. Kingsland Macy and wife, who also own controlling interest in Suffolk Consolidated Press, publisher of weekly newspapers in Long Island.

WCLI, WCLI-FM, Corning — Licensed to Corning Leader Inc., publisher of *Corning Leader.*

WELM, Elmira—Licensed to Corning Leader Inc. See WCLI Corning.

WENY, Elmira — Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Advertiser* (Gannett Newspapers). See WHEC Rochester, N. Y.

WENE, Endicott-Binghamton—Licensed to Empire Newspapers-Radio Inc., publisher *Endicott Bulletin.*

WWSC, Glens Falls—Licensed to Great Northern Radio Inc., 50% owned by Glens Falls Post Co., publisher of *Glens Falls Post-Star* and *Times.*

WVOS, Liberty—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and Commercial Manager H. G. Borwick, stockholders, own *Sullivan County News* and *Liberty News.*

WUSJ, WUSJ-FM, Lockport—Licensed to Lockport Union Sun and Journal Inc., publisher of *Lockport Union Sun & Journal.*

WMSA, WMSA-FM, Massena—Licensed to the Brockway Co., owned and operated by the *Watertown* (N. Y.) *Times. See* WWNY Watertown, N. Y.

WGNY, Newburgh—Licensed to WGNY Broadcasting Co. Inc. (Speidel Newspapers). See KSNI Salinas, Calif.

WEVD, New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Forward;* the newspaper company itself has no interest or control.

WHOM, New York—Licensed to Atlantic Broadcasting Co., subsidiary of *Il Progresso Italo Americano.*

WOV, New York—Licensed to Wodaam Corp.; Richard E. O'Dea, majority stockholder, is director and stockholder of the *Paterson* (N. J.) *Call.*

WQXR, WQXR-FM, New York — Licensed to the Interstate Broadcasting Co., subsidiary of *New York Times.*

WHLD, WHLD-FM, Niagara Falls—Licensed to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette.*

WHDL, WHDL-FM, Olean—Licensed to WHDL, Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald.* Minority interest owned by Gannett Newspapers. See WHEC Rochester, N. Y.

WDOS, Oneonta—Licensed to Oneonta Star Inc., publisher of *Oneonta Star.*

WKIP, WHVA (FM), Poughkeepsie—Licensed to Poughkeepsie newspapers Inc., publisher of *Poughkeepsie New Yorker* (Speidel Newspapers). See KSNI Salinas, Calif.

WHEC, Rochester—Licensed to WHEC Inc., 86% of stock owned by the Gannett Co. Inc., publisher of *Rochester Times-Union* and *Democrat & Chronicle* (Gannett Newspapers). Other Gannett Newspapers are *Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald* (minority) (WHDL), *Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette* and *Advertiser* (WENY), *Binghamton Press,* all in New York; *Hartford* (Conn.) *Times* (WTHT), *Plainfield* (N. J.) *Courier-News, Danville* (Ill.) *Commercial News* (WDAN).

WRUN, WRUN-FM, Rome-Utica—Licensed to Rome Sentinel Co., publisher of *Rome Sentinel.*

WSYR, WSYR-FM, Syracuse—Licensed to Central New York Broadcasting Corp. Same ownership (S. I. Newhouse) as *Syracuse Post-Standard* and *Herald-Journal, Newark Star-Ledger, Jersey City Journal, Long Island Press* and *Star Journal, Harrisburg* (Pa.) *Patriot News, Staten Island* (N. Y.) *Advance, Portland Oregonian* (KGW).

WFLY (FM), Troy—Licensed to the Troy Record Co., publisher of *Troy Record* and *Times-Record.*

WWNY, WWNY-FM, Watertown—Licensed to the Brockway Co., owned and operated by the *Watertown Times.* See WMSA Massena.

WFAS, WFAS-FM, White Plains—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine E. Macy Jr., co-owners, publisher of *White Plains Reporter Dispatch, Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, Peekskill Star,* all in New York.

NORTH CAROLINA

WGWR, WGWR-FM, Asheboro — Licensed to the Asheboro Broadcasting Co., owners including Roy Cox, publisher *Asheboro Courier Tribune,* a semi-weekly newspaper.

WWNC, Asheville—Licensed to Asheville Citizen-Times Co., publisher of the *Asheville Citizen-Times.*

WPNF, Brevard—Licensed to Pisgah Broadcasting Co.; same newspaper ownership association as WBBO Forest City, below.

WEGO, Concord—Licensed to Cabarrus Broadcasting Co. Same ownership as weekly *Corbin Tribune.*

WDNC, WDNC-FM, Durham—Licensed to the Durham Radio Corp.; 100% owned by the Durham Herald Co., publisher *Durham Herald* and *Sun.*

WBBO, WBBO-FM, Forest City — Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: *Forest City Courier, Spindale Sun,* and *Rutherford County News.* See WPNF Brevard.

WGBR, WEQR (FM), Goldsboro—Licensed to East Carolina Broadcasting Co. Talbot Patrick, 7½% owner, is publisher of *Goldsboro News-Argus* and *Rock Hill* (S.C.) *Herald.*

WFMY (FM) Greensboro—Licensed to the Greensboro News Co., publisher of the *Greensboro News* and *Record.*

WHKY, Hickory—Licensed to Catawba Valley Broadcasting Co.; stockholders include Lester C. Gifford, publisher of *Hickory Record.*

WHPE, WHPE-FM, High Point — Licensed to High Point Enterprise Inc., publisher of *High Point Enterprise.*

WNAO, WNAO-FM, Raleigh—Licensed to the Raleigh News & Observer Publishing Co., publisher of *Raleigh News & Observer.*

WCEC, WFMA (FM), Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with *Rocky Mount Telegram.*

WREV, WREV-FM, Reidsville — Licensed to Reidsville Broadcasting Co. W. M. and W. M. Oliver Jr., owners, also own stock in *Reidsville Review.*

WSTP, WSTP-FM, Salisbury—Licensed to Piedmont Broadcasting Co.; 37% of stock owned by *Salisbury Post* and *Post* stockholders.

WOHS, WOHS-FM, Shelby — Licensed to the Western Carolina Radio Corp., affiliated with *Shelby Star.*

WHCC, Waynesville — Licensed to WHCC Inc. President Holt McPherson, principal owner, is identified with *Shelby Star* (see WOHS Shelby).

WSJS, WSJS-FM, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel.*

NORTH DAKOTA

WDAY, Fargo — Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum.*

KILO, Grand Forks—Licensed to Grand Forks Herald Inc., publisher of *Grand Forks Herald* which is 60% owned by Ridder Publications. See WTCN Minneapolis.

OHIO

WAKR, WAKR-FM, Akron — Licensed to Summit Radio Corp., and 45% owned by the *Akron Beacon-Journal.* (Knight Newspapers). See WIND Chicago.

WHKK, Akron — Licensed to United Broadcasting Co.; owned by Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and *News.* See WHK Cleveland, WHKC Columbus, WKBN Youngstown.

WFAH (FM), Alliance—Licensed to the Review Pub. Co., publisher of *Alliance Review.*

WATG, WATG-FM, Ashland—Licensed to Beer & Koehl, publisher *Ashland Times-Gazette Galion* (O.) *Inquirer.*

WICA, WICA-FM, Ashtabula—Licensed to WICA Inc. Same ownership as *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald,* all Ohio.

WTRF, WTRF-FM, Bellaire—Licensed to Tri-City Broadcasting Co. Albert & Gordon Dix each hold 25% interest in station, and also have interest in *Martins Ferry Times, Bellaire Leader* and *Wooster Record.* Remaining stock owned by Jesse A. Bloch, Wheeling, W. Va.

WHBC, WHBC-FM, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc.,

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publisher of *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times* (WPAY) and *Salem News*, all in Ohio; *Salisbury* (Md.) *Times.*

WCPO, WCPO-FM, Cincinnati — Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publisher of *Cincinnati Post, New York World-Telegram & Sun, Cleveland Press* (WEWS), *Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel* (WNOX), *Memphis Commercial Appeal* and *Press-Scimitar* (WMC), *Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington* (Ky.) *Post, Denver Rocky Mountain News, Evansville* (Ind.) *Press.* See WNOX Knoxville, Tenn. and WMC Memphis, Tenn.

WKRC, WKRC-FM, Cincinnati — Licensed to Radio Cincinnati, Inc., subsidiary of the Cincinnati Times-Star Co., publisher of *Cincinnati Times-Star.*

WSAI, WSAI-FM, Cincinnati—Licensed to Buckeye Broadcasting Co., owned by Fort Industry Co. See WGBS Miami, Fla.

WHK, WHK-FM, Cleveland—Licensed to United Broadcasting Co., controlling interest owned by Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and *News.* See WHKK Akron, WKBN Youngstown, WHKC Columbus.

WBNS, WELD (FM), Columbus—Licensed to RadiOhio, Inc. Same ownership (Edgar T. Wolfe) as *Columbus Dispatch and Ohio State Journal.*

WHKC, WHKC-FM, Columbus — Licensed to United Broadcasting Co.; controlling interest owned by The Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and *News.* See WHK Cleveland, WHKK Akron and WKBN Youngstown.

WTNS, Coshocton—Licensed to Coshocton Broadcasting Co. Bob, Bill and Bruce Wallace control both licensee and *Coshocton Tribune.*

WCOL, Columbus—Licensed to Pixleys Inc. Sale to Charles Sawyer, publisher of *Lancaster* (Ohio) *Eagle-Gazette*, pending FCC approval. See WIZE Springfield and WING Dayton, Ohio.

WHIO, WHIO-FM, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton News* and *Journal Herald. Springfield* (O.) *News* and *Sun, Miami News* (WIOD) and *Atlanta Journal* and *Constitution* (WSB) (James M. Cox).

WING, Dayton — Licensed to Great Trails Broadcasting Corp., owned by Charles Sawyer, publisher of *Lancaster Eagle-Gazette.* See WIZE Springfield, Ohio. Purchase of WCOL Columbus pending FCC approval.

WJER, Dover — Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown and WDNE Elkins, W. Va.

WFIN, WFIN-FM, Findlay—Licensed to Findlay Publishing Co., pulisher of *Findlay Republican Courier.*

WCLT, WCLT-FM, Newark—Licensed to the Advocate Printing Co., publisher of *Newark Advocate* and *American Tribune.*

WPAY, WPAY-FM, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publisher of *Portsmouth Times, Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News* (all in Ohio); and *Salisbury Times*, Maryland. See WHBC Canton.

WIZE, Springfield—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of *Lancaster* (Ohio) *Eagle-Gazette.* See WING, Dayton. Purchase of WCOL, Columbus pending FCC approval.

WSPD, WSPD-FM, Toledo—See WGBS, Miami, Fla.

WTOD, WTRT (FM), Toledo—Licensed to Unity Corp. Inc. Ed Lamb, president, is publisher *Erie* (Pa.) *Dispatch.*

WHHH, Warren — Licensed to The Tribune Co., publisher of *Warren Tribune-Chronicle.*

WWST, WWST-FM, Wooster—Licensed to Wooster Republican Printing Co., publisher of the *Wooster Record.*

WFMJ, WFMJ-FM, Youngstown—Licensed to WFMJ Broadcasting Co. President William F. Maag Jr. is publisher of *Youngstown Vindicator.*

WKBN, WKBN-FM, Youngstown—Licensed to WKBN Broadcasting Corp. Forest City Publishing Co. (*Cleveland Plain Dealer* and *News*) owns 40%. See WHK Cleveland WHKC Columbus and WHKK Akron.

WHIZ, Zanesville—Licensed to Southeastern Ohio Broadcasting System Inc., majority of stock owned by Zanesville Pub. Co., publisher of *Zanesville Times-Recorder* and *Signal.*

OKLAHOMA

KWHW, Altus — Licensed to Altus Broadcasting Co., 50% owned by *Altus Times-Democrat.*

KVSO, Ardmore—Licensed to John F. Easley, owner of *Ardmore Ardmoreite.*

KSEO, KSEO-FM, Durant—Licensed to Democrat Printing Co., publisher *Durant Democrat, Durant Weekly News.*

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Eagle.*

KBIX, KBIX-FM, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Phoenix* and *Times-Democrat.*

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman* and *Times, Farmer-Stockman.*

KHBG, Okmulgee—Licensed to Okmulgee Broadcasting Corp., subsidiary of *Okmulgee Times.* See also KFSA, Fort Smith, Ark.

WBBZ, Ponca City—Licensed to Ponca City Publishing Co., publisher of the *Ponca City News.*

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. See KSOK Arkansas City, Ark.

KSPI, KSPI-FM, Stillwater—Licensed to Stillwater Pub. Co., publisher *Stillwater News-Press.*

OREGON

KWIL, KWIL-FM, Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson Estate and R. R. Cronise, co-publishers of *Albany Democrat-Herald.*

KAST, Astoria—Licensed to Astoria Broadcasting Co.; ownership affiliated with *Astoria Astorian-Budget.*

KOOS, Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner, is publisher of *Coos Bay Times.* See KROW, Oakland, Calif.

KERG, Eugene—Licensed to Guard Publishing Co., publisher of *Eugene Register-Guard.*

KUIN, KGPO (FM), Grants Pass—Licensed to Southern Oregon Bcstg. Co., 50% owned by Pres. A. E. Voorhies, of *Grants Pass Courier;* 50% by Redwood Bcstg. Co., operator of KIEM Eureka, Calif. (See KIEM.)

KFLW, Klamath Falls — Licensed to Herald Pub. Co., publisher *Klamath Falls Herald & News.* See KRNR, Roseburg.

KMCM, McMinnville — Licensed to Yamhill Broadcasters Inc. Same ownership as weekly *McMinnville Telephone-Register.*

KYJC, Medford—Licensed to the Medford Printing Co., publisher *Medford Mail Tribune.* See KRNR, Roseburg.

KGW, KGW-FM, Portland—Licensed to Pioneer Broadcasters Inc. Same ownership as *Portland Oregonian.* For other Newhouse newspapers, see WSYR Syracuse, N. Y.

KOIN, KOIN-FM, Portland—Licensed to KOIN, Inc., Owned by Marshall Field, publisher of *Chicago Sun-Times.* See WJJD, Chicago, Ill.

KPOJ, KPOJ-FM, Portland—Licensed to KPOJ Inc.; stock owned by *Portland Oregon Journal.*

KRNR, Roseburg—Licensed to The News-Review Co., publisher of *Roseburg News-Review.* Southern Oregon Publishing Co., which controls the licensee, also owns *Klamath Falls Herald & News* (KFLW) and 20% interest in *Medford Mail Tribune* (KYJC).

PENNSYLVANIA

WGPA, WGPA-FM, Bethlehem — Licensed to Bethlehem Globe Pub. Co., publisher *Bethlehem Globe-Times.*

WCNR, Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the *Bloomsburg Press.*

WBUT, WBUT-FM, Butler—Licensed to the Eagle Printing Co., publisher *Butler Eagle.*

WCPA, Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of *Clearfield Progress.*

WBUX, Doylestown — Licensed to Charles M. Meredith, publisher *Quakertown Free Press.*

WCED, WCED-FM, DuBois—Licensed to the Tri-County Bcstg. Co. Inc., affiliated with the *DuBois Courier Express.* See WILK Wilkes-Barre.

WEEX (FM), Easton—Licensed to the Easton Pub. Co., publisher of the *Easton Express.*

WEST, WEST-FM, Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WIKK, Erie—Licensed to Community Service Broadcasting Co. Donald W. Reynolds, owner of Southwestern Publishing Co. is minority stockholder. See KFSA Fort Smith, Ark.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WHUN, Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News.*

WJAC, WJAC-FM, Johnstown — Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune* and *Democrat.*

WGAL, WGAL-FM, Lancaster — Licensed to WGAL Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc., publisher of *Lancaster Intelligencer Journal* and *New Era.*

WMRF, WLTN (FM), Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel.*

WCAU, WCAU-FM, Philadelphia—Licensed to WCAU Inc., owned by *Philadelphia Bulletin.*

WFIL, WFIL-FM, Philadelphia — Licensed to Triangle Publications Inc., publisher *Philadelphia Inquirer.*

WCAE, WCAE-FM, Pittsburgh — Licensed to WCAE Inc., owned by the Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph.* For other Hearst newspapers see WBAL Baltimore.

WWSW, WWSW-FM, Pittsburgh—Licensed to WWSW Inc. Owned by the *Pittsburgh Post-Gazette.*

WEEU, WEEU-FM, Reading—Licensed to the Hawley Broadcasting Co., affiliated with *Reading Eagle Times.*

WRAW, Reading — Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WRYO, Rochester—Licensed to Beaver Valley Radio Inc. Stockholder S. W. Calkins is publisher of *Beaver Valley Times.*

WQAN, WQAN-FM, Scranton — Licensed to the *Scranton Times.*

WPIC, WPIC-FM, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co., publisher of *Sharon Herald.*

WVPO, Stroudsburg—Licensed to Pocono Broadcasting Inc., affiliated with *Stroudsburg Record.*

WKOK, WKOK-FM, Sunbury — Licensed to Sunbury Broadcasting Corp., majority ownership identified with *Sunbury Item.*

WRAK, WRAK-FM, Williamsport—Licensed to WRAK Inc.; 66.6% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Sun.*

WWPA, Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Kiessling, Grit Publishing Co. executive, is president and owns 26%.

WILK, WILK-FM, Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. Stockholders in station also own interests in *DuBois Courier-Express* and *Butler Eagle.* See WCED DuBois.

WORK, York—Licensed to York Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

RHODE ISLAND

WPJB, WPJB-FM, Providence — Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin.*

WWON, WWON-FM, Woonsocket—Licensed to Woonsocket Broadcasting Co., whose principals include stockholders of *Woonsocket Call.*

SOUTH CAROLINA

WAIM, WCAC (FM), Anderson — Licensed to Wilton E. Hall, owner of *Anderson Independent* and *Mail.*

WTMA, WTMA-FM, Charleston — Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier* and *Post.*

WFBC, WFBC-FM, Greenville — Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Piedmont.*

WEAB, Greer — Licensed to Greer Bcstg. Co. Partner E. A. Burch is publisher of the weekly *Greer Citizen.*

WTND, Orangeburg—Licensed to the WTND Inc. Same ownership as *Orangeburg Times* and *Democrat.*

WSNW, Seneca—Licensed to Blue Ridge Broadcasting Co., owned by J. A. Gallimore and wife, publishers of weekly *Seneca Journal* and *Walhalla* (S. C.) *Keowee Courier.*

WFIG, Sumter—Licensed to WFIG Inc. Hubert Osteen, president, is publisher of the *Sumter Item.*

SOUTH DAKOTA

KSDN, Aberdeen—Licensed to Aberdeen News Co., publishers of the *American News* (identified with Ridder Publications; also see WDSM Superior, Wis.; KILO Grand Forks, N. D.; WTCN Minneapolis).

WNAX, Yankton—Licensed to Cowles Broadcasting Co. See KRNT, Des Moines.

TENNESSEE

WLAR, Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, publisher *Athens Post-Athenian.*

WDSG, Dyersburg—Licensed to State Gazette Broadcasting Co., owned by *Dyersburg State Gazette.*

WDXI, Jackson—Licensed to Dixie Broadcasting Co. Aaron B. Robinson, majority stockholder, is publisher of *Corinth* (Miss.) *Corinthian.* See also WCMA Corinth, Miss., and WENK Union City, Tenn.

WTJS, WTJS-FM, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun.*

WETB, Johnson City—Licensed to the East Tennessee Broadcasting Co., ownership interlocks with Press Inc., publishers of *Johnson City Press-Chronicle.*

WKPT, WKPT-FM, Kingsport — Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport Times-News.*

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of Scripps-Howard Newspapers *(Knoxville News-Sentinel).* See WCPO, Cincinnati.

WMC, WMCF (FM), Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal* a Scripps-Howard newspaper. See WCPO, Cincinnati.

WMAK, Nashville — Licensed to the Volunteer State Broadcasting Co., Frank Mayborn, president of the *Temple Telegram*, and the *Sherman News*, is 75% owner, and president

WHAL, Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as *Bedford County News.*

WENK, Union City—Licensed to Union City Broadcasting Co. Inc. Aaron B. Robinson, majority stockholder, publisher of *Corinth* (Miss.) *Corinthian.* See also WCMA, Corinth, Miss., and WDXI, Jackson, Tenn.

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 64% of stock owned by Bernard Hanks estate, a principal stockholder in *Abilene Reporter-News, Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald*, all in Texas. See KBST, Big Spring.

KBKI, Alice—Licensed to Alice Broadcasting Co. President E. G. Lloyd Jr. is stockholder of *Alice News.*

KVLF, Alpine—Licensed to Big Bend Broadcasters. President Barney Hubbs owns *Pecos* (Tex.) *Enterprise.* See KIUN, Pecos, KRIG, Odessa, Tex.

KGNC, Amarillo—Licensed to Plains Broadcasting Co. 80% of stock owned by Globe News Publishing Co. Inc.,

Newspaper Ownership

(Continued from page 457)

publisher of *Amarillo News* and *Globe*. Same interests also control *Lubbock Avalanche* and *Journal*. See KFYO Lubbock.

KREL, KREL-FM, Baytown—Licensed to Tri-Cities Broadcasting Co. President Robert Matherne is stockholder in *Baytown Sun*.

KRIC, KRIC-FM, Beaumont—Licensed to Enterprise Co., publishers Beaumont *Enterprise* and *Journal*.

KBST, Big Spring—Licensed to the Big Spring Broadcasting Co., affiliated with the *Big Spring Herald*. See KRBC Abilene.

KFYN, Bonham—Licensed to Bonham Publishing Co., publisher of *Bonham Favorite*.

KTFY, Brownfield—Licensed to Terry County Broadcasting Co., Mike Barrett, 75% owner, is publisher of weekly *Brownfield News*.

KCAR, Clarksville—Licensed to Texo Broadcasting Co. Reegan Hurt, 33⅓% owner, publisher of weekly *Clarksville Times*.

KMCO, Conroe—Licensed to Montgomery County Broadcasting Co. Stockholder D. C. Norton owns weekly *Conroe Courier*.

KRLD, KRLD-FM, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times Herald Printing Co., publishers *Dallas Times-Herald*.

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of the *Dallas News*.

KROD, El Paso—Licensed to the Roderick Broadcasting Corp., Dorrance D. Roderick, president, is also majority stockholder of *El Paso Times*.

WBAP, WBAP-FM, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KGAF, Gainesville—Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is part owner of *Gainesville Register*.

KATL, Houston—Licensed to Texas Broadcasters Inc. Affiliated with *Houston Press* (no interlocking ownership).

KPRC, KPRC-FM, Houston—Licensed to Houston Post Co., publisher of *Houston Post*.

KTRH, KTRH-FM, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Pub. Co., publisher of *Houston Chronicle*.

KPET, Lamesa—Licensed to R. O. Parker, R. A. Woodson and W. J. Beckham. Mr. Woodson, 37% owner, is half-owner of *Lamesa Reporter* and 5% owner of *Brownwood Bulletin*.

KLVT, Levelland—Licensed to Herald Broadcasting Co. Forrest Weimhold, owner, also owns *Hockley County Herald* (Levelland), and *Morton* (Tex.) *Tribune*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co. Same interests publish *Lubbock Avalanche* and *Journal*. See KGNC Amarillo.

KTRE, Lufkin—Licensed to Forest Capital Broadcasting Co. Two stockholders own minority interest in *Lufkin News*.

KGNB, New Braunfels—Licensed to Comal Broadcasting Co. Charles W. Scruggs, president and 40% stockholder, owns *New Braunfels Herald*.

KRIG, Odessa—Licensed to Oil Center Broadcasting Co., part owned (25%) by Barney Hubbs, chief owner of *Pecos* (Tex.) *Enterprise*. See KIUN Pecos, KVLF Alpine.

KPDN, Pampa—Licensed to Freedom Newspapers Inc., publisher of *Pampa News*.

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs. Mr. Hubbs is chief owner of *Pecos* (Tex.) *Enterprise*. See KRIG Odessa, KVLF Alpine.

KGKL, San Angelo—Licensed to KGKL Inc. Ownership affiliated with *San Angelo Standard-Times*.

KTSA, KTSA-FM, San Antonio—Licensed to Sunshine Broadcasting Co., owned by *San Antonio Express* and *News*.

KEVA, Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 20% stockholder of station, owns 52% of weekly *Shamrock Texan* and *Wheeler Times*.

KXOX, Sweetwater — Licensed to Radio & News Inc. Owned by J. S. McBeath, owner of *Sweetwater Reporter*.

KTEM, KTEM-FM, Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 85% owner, also president and 95% owner of Bell Pub. Co., publisher of *Temple Telegram*.

KTER, Terrell—Licensed to Terrell Broadcasting Corp. Frederick Massengill Jr., 60% owner, is publisher of *Terrell Tribune*.

KCMC, KCMC-FM, Texarkana — Licensed to KCMC Inc., identified with ownership of *Texarkana Gazette* and *News*.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co. R. H. Nichols, 49% owner, is president and editor of *Vernon Record*.

KTBB, Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times* and *Telegraph*.

KTRN, Wichita Falls — Licensed to Texoma Broadcasting Co. Owned 50% by Times Publishing Co., publisher of *Wichita Falls Record-News* and *Times*.

UTAH

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glasmann, publisher of *Ogden Standard-Examiner*.

KALL, Salt Lake City—Licensed to Salt Lake City Broadcasting Co., 50% owned by Telegram Pub. Co., publishers of *Salt Lake City Tribune-Telegram*.

VIRGINIA

WPIK, Alexandria—Licensed to Potomac Broadcasting Corp. C. C. Carlin Jr., publisher of the *Alexandria Gazette*, is stockholder.

WDVA, Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* is stockholder.

WGH, WGH-FM, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 75% of stock owned by Daily Press Inc., publisher of *Newport News Press* and *Times-Herald;* 25% by Edward E. Bishop.

WTAR, WTAR-FM, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Virginian-Pilot* and *Ledger-Dispatch*.

WRNL, WRNL-FM, Richmond — Licensed to Richmond Newspapers, Inc., publisher of *Richmond Times* and *Dispatch* and *News-Leader*.

WDBJ, WDBJ-FM, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *World-News*.

WASHINGTON

KPUG, Bellingham—Licensed to KPUG Inc., owned 50% by Jessica L. Longston, publisher of weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel Mist*. See KBIO, Burley, Ida.

KWLK, KWLK-FM, Longview — Licensed to Twin City Broadcasting Corp.; 32% of stock owned by J. M. McClelland, publisher of *Longview News*.

KSEM, Moses Lake—Licensed to KSEM Inc., owned 56% by Jessica L. Longston, publisher of weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel Mist*. See KBIO, Burley, Ida.

KONP, Port Angeles—Licensed to Radio Pacific, Inc., subsidiary of *Port Angeles News*.

KING, Seattle—Licensed to KING Bcstg. Co., 25% owned by Hearst Radio Inc., subsidiary of Hearst Newspapers, publisher of Seattle Post-Intelligencer and other newspapers. See WBAL Baltimore.

KJR, Seattle — Licensed to Totem Broadcasters Inc., owned by Field Enterprises, controlled by Marshall Field, publisher *Chicago Sun-Times*. See WJJD Chicago.

KHQ, Spokane—Licensed to KHQ Inc. Same ownership as *Spokane Chronicle*.

KNEW, Spokane—Licensed to Inland Empire Broadcasting Co. Scripps Newspapers Inc., 24% owner, publisher of *Pocatello* (Ida.) *State Journal, Coeur d'Alene* (Ida.) *Press, Provo* (Utah) *Herald, The Dalles* (Ore.) *Chronicle*. See also KEYY, Pocatello, Ida., and KVNI, Coeur d'Alene, Ida.

KTNT (FM), Tacoma—Licensed to the Tribune Publishing Co., publisher of *Tacoma News Tribune*.

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Coos Bay Times*, 95% owner of KOOS, Coos Bay, and sole owner of KROW, Oakland, Calif.

WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Telegraph* and *Sunset News*.

WDNE, Elkins—Licensed to West Virginia Radio Corp. (See WAJR Morgantown, W. Va., WJER Dover, Ohio).

WMMN, Fairmont—See WGBS, Miami, Fla.

WVVW, WJPB (FM), Fairmont—Licensed to Fairmont Broadcasting Co. J. Patrick Beacom, owner, publishes *Mannington* (W. Va.) *Times*.

WSAZ Huntington—Licensed to WSAZ Inc., 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser;* 48% owned by Kennedy Broadcasting Co.

WLOG, WLOG-FM, Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, Merrill Coal Mines Inc., partners.

WEGG, Moorefield—CP issued to Lost River Broadcasting Corp. President R. E. Fisher and Mrs. R. E. Fisher and Mrs. S. A. McCoy, stockholders, own *Moorefield Examiner*.

WAJR, WAJR-FM, Morgantown — Licensed to West Virginia Radio Corp. Mrs. A. J. R. Greer, president, owns stock in West Virginia Publishing Co., publishers of *Morgantown Post* and *Dominion News; New Martinsville Wetzel Republican*. (See WJER Dover, Ohio, and WDNE Elkins, W. Va.)

WPAR, WPAR-FM, Parkersburg—Licensed to Ohio Valley Broadcasting Corp., owned by News Publishing Co., publishers of the *Intelligencer* and *News-Register*, Wheeling, and other W. Va. newspapers.

WBRW, Welch—Licensed to McDowell Service Co.; ownership includes W. R. Keyser, 25 shares, editor *Welch Daily News;* Clarence H. Frey, 25 shares, publisher, *Logan Banner*.

WWVA, WWVA-FM, Wheeling — See WGBS, Miami, Fla.

WISCONSIN

WATK, Antigo—Licensed to Antigo Broadcasting Co. Artemas F. Berner, 90% owner, is co-publisher of weekly *Antigo Journal*.

WGEZ, Beloit — Licensed to Beloit Broadcasting Co., owned by Sidney H. Bliss and family, owners of *Janesville* (Wis.) *Gazette*. See WCLO, Janesville, Wis.

KFIZ, Fond du Lac—Licensed to KFIZ Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter*.

WEAU, WEAU-FM, Eau Claire — Licensed to Central Broadcasting Co.; 25% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Leader;* 54⅓% owned by Morgan Murphy (and wife), publisher of *Superior Telegram*. See WEBC Duluth, Minn.

WJPG, WJPG-FM, Green Bay—Licensed to the Green Bay Newspaper Co., publisher of *Green Bay Press Gazette*.

WCLO, WCLO-FM, Janesville — Licensed to Southern Wisconsin Radio Inc., subsidiary of Gazette Printing Co., publisher of *Janesville Gazette*. See also WGEZ, Beloit, Wis.

WKTY, LaCrosse—Licensed to LaCrosse Broadcasting Co., affiliated with *LaCrosse Tribune*.

WIBA, WIBA-FM, Madison—Licensed to Badger Broadcasting Co., Inc.; 66⅔% owned by the Capital Times Co., publisher of *Madison Capital Times*. Other stockholders and directors include officers of the Wisconsin State Journal Publishing Co., publishers of the *Wisconsin State Journal* (Lee Syndicate). See KGLO, Mason City, Ia.

WISC, WISC-FM, Madison—Licensed to Radio Wisconsin, Inc., controlled by Morgan Murphy, publisher of *Superior* (Wis.) *Telegram*. See WEBC Duluth, Minn.

WISN, WISN-FM, Milwaukee — Licensed to Hearst Radio Inc. Affiliated with *Milwaukee Sentinel*. For other Hearst Newspapers see WBAL Baltimore, Md.

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WRJN, WRJN-FM, Racine—Licensed to Racine Broadcasting Corp. Same ownership as *Racine Journal-Times*.

WTCH, Shawano—Licensed to Shawano County Leader Pub. Co., publisher of *Shawano Leader*.

WHBL, WHBL-FM, Sheboygan — Licensed to WHBL Inc., same ownership as *Sheboygan Press*.

WOKW, Sturgeon Bay—Licensed to Door County Radio Co. President Sumner J. Harris is publisher of weekly *Door County Advocate*.

WDSM, Superior—Licensed to Ridson Inc., which is owned by Northwest Publications (Ridder Publications Inc.). Affiliated with *Duluth Herald* and *News-Tribune*. For other Ridder publications see WTCN, Minneapolis, Minn.

WFHR, WFHR-FM, Wisconsin Rapids—Licensed to Wm. F. Huffman Radio, Inc. Mrs. Huffman is principal owner Wisconsin Rapids Tribune Co., publishers *Wisconsin Rapids Tribune*.

WYOMING

KVOC, Casper — Licensed to KVOC Broadcasting Co. Owners also own stock in *Casper Tribune-Herald*.

KFBC, Cheyenne—Licensed to Frontier Bcstg. Co.; Ownership affiliated with Cheyenne Newspapers Inc., publishers of the *Wyoming Eagle* and *State Tribune*.

KOVE, Lander—Licensed to Edward J. Breece, publisher of semi-weekly *Wyoming State Journal*.

KRAL, Rawlins—Licensed to Rawlins Broadcasting Co., affiliated with *Rawlins Times*.

ALASKA

KENI, Anchorage—Licensed to Midnight Sun Bcstg. Co. See KFAR.

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; controlled by the estate of the late A. E. Lathrop, also publisher of the *Fairbanks News-Miner*.

HAWAII

KHBC, Hilo—Licensed to Hawaiian Broadcasting System Ltd. See KGMB Honolulu.

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock owned by *Honolulu Star-Bulletin;* 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Corp. of the President of the Church of Jesus Christ of Latter Day Saints.

KGU, Honolulu—Licensed to Marion A. Mulrony and Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser*.

KTOH, Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).

KMVI, Wailuku, Maui—Licensed to Maui Publishing Co. Ltd., publisher of *Maui News*.

NBC Executives

(Continued from page 61)

Alfred Saxton, *Manager of Radio Technical Operations*

Alfred Woolley, *Manager of Radio Recording Sales*

Howard Ross, *Talent Buyer*

KNBC, KNBC-FM—SAN FRANCISCO
Taylor & O'Farrell Sts.
San Francisco 2, Calif.
Tel. Graystone 4-8700

Lloyd Yoder, *General Manager*

WRC, WRC-FM—WASHINGTON
Trans Lux Building
14th St. & New York Ave.
Washington 5, D. C.
Tel. Republic 4000

Eugene Juster, *General Manager*

FOREIGN REPRESENTATIVES

ENGLAND

Romney Wheeler

FRANCE

Paul Archinard
William Frye

JAPAN-KOREA

George Thomas Folster
Helen Folster
John Rich

GERMANY

Edwin Haaker

NBC's Stations Planning and Advisory Committee for radio: Jack Harris, KPRC Houston, chairman; Richard O. Dunning, KHQ Spokane, secretary; C. Robert Thompson, WBEN Buffalo; B. T. Whitmire, WFBC Greenville, S. C.; Milton L. Greenebaum, WSAM Saginaw, Mich; Howard E. Pill, WFSA Montgomery, Ala.; Ralph Evans, WHO Des Moines and WOC Davenport; S. S. Fox, KDYL Salt Lake City.

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: New Post Office Bldg., Washington 25, D. C., Phone Executive 3620

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(Democrat: Term expires June 30, 1958)
Assumed office December 29, 1947
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Confidential Assistant: Farrell McGonigal
Secretaries: Johanna Oswald, Helen Wisher
Clerk: Grace Miner

PAUL ATLEE WALKER, Vice Chairman
(Democrat: Term expires June 30, 1953)
Assumed office July 11, 1934
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Legal Assistant: Walter B. Emery
Secretary: Josephine L. Curren

FRIEDA BARKIN HENNOCK
(Democrat: Term expires June 30, 1955)
Assumed office July 6, 1948
Legal Assistant: Arthur Stambler
Secretary: Naomi Lamon

ROSEL HERSCHEL HYDE
(Republican: Term expires June 30, 1952)
Assumed office April 17, 1946
Assistant: Minnie Sparks
Legal Assistant: Benito Gaguine
Secretary: Vera F. Nordness

ROBERT FRANKLIN JONES
(Republican: Term expires June 30, 1954)
Assumed office September 5, 1947
Assistant: Elizabeth L. Dannelly
Secretary: Mary L. Moose

GEORGE EDWARD STERLING
(Republican: Term expires June 30, 1957)
Assumed office January 2, 1948
Assistant: Neva Bell Perry
Legal Assistant: David W. Warren Jr.
Secretary: Ethel Herriman

EDWARD MOUNT WEBSTER
(Independent: Term expires June 30, 1956)
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Legal Assistant: Robert Koteen
Secretary: Ruth T. Koppialky

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Sylvia D. Kessler
Herbert Sharfman
Charles S. Borum
Horace E. Slone
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Secretary: Ruth Anderson

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Annette Hutterly, *Chief of Branch*

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Helen A. Clark, *Chief of Branch*

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GEORGE O. GILLINGHAM, *Director of Information*

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Salina M. Lindo

INQUIRY BRANCH

Mary O'Leson, Eva O. Melton

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Assistant to the General Counsel: Dee W. Pincock
Secretary: Florence I. Stretch
Regional Attorney: Joseph Brenner (1031 S. Broadway, Los Angeles, Calif.)
Chief of Technical Section: William Bauer
Attorneys: John McAllister, George MacClain

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MAX GOLDMAN, *Assistant General Counsel in Charge*
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Assistant Chief: Richard A. Solomon
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Administration Branch: A. Harry Becker, *Chief;* Erich Saxl, Maurice W. Wihton

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JOSEPH M. KITTNER, *Assistant Chief*
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Lavelle W. Hughes, *Administrative Assistant*

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Bruce S. Longfellow, *Chief of Allocations Branch;* Cedric G. Morris

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Hart S. Cowperthwait, *Chief of Technical Branch;* Julian T. Dixon, Hideyuki Noguchi

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LeRoy Schaaff, *Chief of Compliance Branch;* David H. Deibler, Leonidas P. B. Emerson, Robert D. J. Leahy, John W. O'Donnell

Melba Z. Templeman, *Chief of Control Section*

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GEORGE S. TURNER, *Assistant Chief Engineer*
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Secretary: May E. Walls

Ralph J. Renton, *U. S. Supervisor,* Conelrad
Secretary: Margaret Fox

Kenneth W. Miller, *U. S. Supervisor,* Conelrad; A. Prose Walker, *Eastern Zone Supervisor;* Ernest C. Thelemann, *Central Zone Supervisor;* Robert E. Linx, *Western Zone Supervisor*

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Secretary: Ruth Kelly
Engineers: Emmett J. Carmody, Alvin C. Holmes

Howard C. Looney, *Chief of Radio Operator Branch*
Secretary: Irene Cline
Engineer: Leland Quaintance

Noble C. Shumway, *Chief of Antenna Survey Branch*
Clerk analyst: Perle Knight
Engineer: Harold Russell

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(Continued on page 460)

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Feb. 23, 1927—July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)
Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934 (Deceased)
Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)
Sam Pickard, Kansas
November 1, 1927—January 31, 1929
Harold A. Lafount, Utah
November 14, 1927—July 10, 1934
Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932 (Deceased)
General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)
William D. L. Starbuck, New York
May 2, 1929—February 23, 1934
Thad H. Brown, Ohio
January 21, 1932—July 10, 1934 (Deceased)
James H. Hanley, Nebraska
April 1, 1933—July 10, 1934 (Deceased)

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934—December 24, 1934
Anning S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)
Irvin Stewart, Texas
July 11, 1934—June 30, 1937
Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939 (Deceased)
Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939 (Deceased)
Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)
Frederick I. Thompson, Alabama
April 8, 1939—June 30, 1941
George H. Payne, New York
July 11, 1934—June 30, 1943 (Deceased)
T. A. M. Craven, District of Columbia
August 21, 1937—June 30, 1944
Norman S. Case, Rhode Island
July 11, 1934—June 30, 1945
James Lawrence Fly, Texas
Sept. 1, 1939—November 13, 1944
William H. Wills, Vermont
July 1, 1945—March 6, 1946 (Deceased)
Paul A. Porter, Kentucky
December 21, 1944—February 25, 1946
Charles R. Denny, District of Columbia
March 30, 1945—October 31, 1947
Ewell K. Jett, Maryland
February 15, 1944—December 31, 1947
Ray C. Wakefield, California
March 22, 1941—June 30, 1947 (Deceased)
Clifford J. Durr, Alabama
November 1, 1941—June 30, 1948

Executive and Staff Personnel of the Federal Communications Commission

(Continued from page 459)

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Secretary: Bernice Hase

LESTER W. SPILLANE, *Assistant Chief*
Secretary: Ruth Hartman

AVIATION DIVISION

John R. Evans, *Chief*
Secretary: Dorothy Bass

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William N. Krebs, *Chief*
Secretary: Elizabeth O'B. Bolton

INDUSTRY AND COMMERCE DIVISION

Glen E. Nielsen, *Chief*
Secretary: Elise Dimmette

PUBLIC SAFETY AND AMATEUR DIVISION

George K. Rollins, *Chief*
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AUTHORIZATION ANALYSIS DIVISION

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Assistant Chief: Robert L. Stark
Secretary: Marjorie Garber

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Secretary: Sylvia Prytulak

CURTIS M. BUSHNELL, *Assistant Chief*
Secretary: Vivian F. Fishman

Gordon J. Kent, *Administrative Assistant*

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Arthur A. Gladstone, *Chief of Domestic Radio Services Branch*

Henry M. Long, *Chief of Accounting Compliance Branch*

Bernard Strassburg, *Chief of Revenue Requirements Branch*

Kosmo J. Affanasiev, *Chief of Depreciation Rates Branch*

William G. Butts, *Chief of Tariffs and Rate Classifications Branch*

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Ralph D. Jones, *Chief of Services and Facilities Branch*

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Secretary: Lillian M. Conley

Asher E. Ende, *Chief of Rates and Revenue Requirements Branch*

John A. Russ, *Chief of Services and Facilities Branch*

Charlotte S. Smith, *Chief of Ships Accounts Branch*

STATISTICS DIVISION

Alexander Ueland, *Chief*

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New York, Room 604, 90 Church St.—Jack E. Buckley, *Chief*

St. Louis, Room 334, 815 Olive St.—Clarence J. Henry, *Acting Chief*

San Francisco, Room 124, 180 New Montgomery St.—Paul Summerhays, *Chief*

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Secretary: Rita Clayton

ROBERT W. COX, *Assistant Executive Officer*

Richard Solan, *Administrative Assistant*

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Robert W. Cox, *Acting Budget Officer*

ORGANIZATION AND METHODS DIVISION

Eric G. Stewart, *Planning Officer*

PERSONNEL DIVISION

Gilbert H. Hatfield, *Personnel Officer*
Secretary: Dorothy Glen

* * *

Audience Analysis

(Continued from page 27)

eral dramatic shows leading at night, with 7.4, and what might be called their daytime counterpart, serials, leading with 5.8. It's interesting to note the change in the relative popularity of program types at night. Nielsen data for the same week of 1950 shows general drama and comedy-variety tied at 10.4, with mysteries second at 9.4. But in 1951, comedy-variety is down to 6.2, fifth among program types.

For daytime shows, interestingly enough, the serials not only led in both years, but at the identical average rating — 5.8. Daytime quizzes and audience participation shows also hit the same average level this year as last—3.7.

Cost per Thousand

For the radio advertiser, the cost per thousand homes reached is more vital than program type ratings (Chart 11). Of the programs for which talent costs are available, the mysteries, as a group, were the most economical, showing an average $5.42 spent, in time and talent, per thousand homes reached. Audience participation shows were second, with $5.99. And at the other end, concert music was most expensive at an even $10. This roughly parallels the figures for the same week of 1950.

Among daytime shows, the serials reached their audiences at the lowest cost of any group of radio programs—$1.78. Perhaps this is a clue to the continued preference by advertisers for this type of show through the years. Their fairly high ratings, too, indicate that they have withstood TV competition rather well.

Meaning of the Trends

We have seen that, while the size of the radio audience was down somewhat during 1951, its absolute potential is still far greater than that of television, despite TV's astounding growth.

For the advertiser, radio is still a low-cost, mass medium that penetrates to every corner of the U.S. market. Despite the fact that TV has such intense impact in selling, its coverage is such that it must be used selectively. The "bandwagon" approach can hurt the advertiser instead of helping him, if he sacrifices radio to tie up all his advertising dollars in television. As numerous case histories from Nielsen Radio and Television Index Services show, the most effective promotion job is done by the advertiser who uses one to complement the other, carefully apportioning his budget, his timebuying and his program selection to match his market.

Field Offices of the Federal Communications Commission

FIELD ENGINEERING AND MONITORING DIVISION REGIONAL OFFICES

Chief of Field Division: George S. Turner, Washington, D. C.

Region	Headquarters	Districts
Charles C. Kolster North Atlantic Region	506 Federal Bldg. New York 14, N. Y.	1, 2, 3, 4, 5
Paul H. Herndon Jr. South Atlantic Region	411 Federal Annex Atlanta 3, Ga.	6, 7, 22
Joe H. McKinney Gulf States Region	332 U. S. Appraisers Bldg. Houston 11, Tex.	8, 9, 10
Kenneth G. Clark South Pacific Region	323A Customhouse San Francisco 26	11, 12, 15
Geo. V. Wiltse North Pacific Region	801 Federal Office Bldg. Seattle 4, Wash.	13, 14
William J. McDonell Central States Region	876 U. S. Court House Chicago 4	16, 17, 18
Emery H. Lee Great Lakes Region	1029 New Federal Bldg. Detroit 26, Mich.	19, 20
Lee R. Dawson Hawaiian Region	P. O. Box 1142 Lanikai, Oahu, T. H.	21
Charles T. Manning Alaskan Region	Room 52 Federal Bldg. Anchorage, Alaska	23

DISTRICT OFFICES

District No.	City	Address	Engineer in Charge
1	Boston 9, Mass.	1600 Customhouse	**(Vacancy)**
2	New York 14, N. Y.	748 Federal Bldg.	**Arthur Batcheller**
3	Philadelphia 6, Pa.	1005 U. S. Customhouse	**Roger A. Phelps**
4	Baltimore 2, Md.	508 Old Town Bank Bldg.	**Hyman A. Cohen**
5	Norfolk 10, Va.	Room 402, New Post Office Bldg.	**Edward Bennett**
	Newport News, Va.	106 New Post Office Bldg. (Ship Office)	**(Vacancy)**

6	Atlanta 3, Ga.	411 Federal Annex	W. D. Johnson
	Savannah, Ga.	214 Post Office Bldg. (Sub-Office)	Andrew R. Bahlay
7	Miami 1, Fla.	312 Federal Bldg.	Arthur Fish
	Tampa 2, Fla.	409-410 Post Office Bldg. (Sub-Office)	Chalmer H. Neeb
8	New Orleans 16, La.	400 Audubon Bldg.	Theodore G. Deiler
	Mobile 10, Ala.	419 U. S. Court House and Customhouse Bldg. (Sub-Office)	George E. Franklin
9	Houston 11, Tex.	324 U. S. Appraisers Bldg.	Louis L. McCabe
	Beaumont, Tex.	329 Post Office Bldg. (Sub-Office)	Eric D. Coburn
	Galveston	406 Post Office Bldg. (Sub-Office)	Wayne E. Hall
10	Dallas 2, Tex.	500 U. S. Terminal Annex	John H. Homsy
11	Los Angeles 12, Cal.	539 U. S. Post Office & Courthouse Bldg.	Bernard H. Linden
	San Diego 1, Cal.	230 U. S. Customhouse and Courthouse (Sub-Office)	Ney R. Landry
	San Pedro, Cal.	326 U. S. Post Office and Courthouse Bldg. (Ship Office)	James Homsy
12	San Francisco 26, Cal.	323A Customhouse	Francis V. Sloan
13	Portland 5, Ore.	307 Fitzpatrick Bldg.	James M. Chapple
14	Seattle 4, Wash.	801 Federal Office Bldg.	Herbert H. Arlowe
15	Denver 2, Col.	521 Customhouse	William E. Clyne
16	St. Paul 2, Minn.	208 Uptown Post Office & Federal Bldg.	Donald A. Murray
17	Kansas City, Mo.	3200 Fidelity Bldg.	Harold T. Gallaher
18	Chicago 4, Ill.	1300 U. S. Court House	H. D. Hayes
19	Detroit 26, Mich.	1029 New Federal Bldg.	Edwin S. Heiser
20	Buffalo 3, N. Y.	328 Post Office Bldg.	Paul A. Holloway
21	Honolulu 1, T. H.	609 Stangenwald Bldg.	Paul R. Fenner
22	San Juan 13, P. R.	322-323 Federal Bldg.	Arthur T. Cline Jr.
23	Juneau, Alaska	7-8 Shattuck Bldg.	Harold D. DeVoe
	Anchorage, Alaska	53 U. S. Post Office & Courthouse (Sub-Office)	(Vacancy)

PRIMARY MONITORING STATIONS

Allegan, Mich.	P. O. Box 89	Patrick J. Scanlon
Grand Island, Neb.	P. O. Box 788	Arthur A. Johnson
Kingsville, Tex.	P. O. Box 632	William R. Foley
Millis, Mass.	P. O. Box 458	Edward W. Sanders
Santa Ana, Cal.	P. O. Box 744	William Hoffert
Laurel, Md.	P. O. Box 31	Adolph Anderson
Livermore, Cal.	P. O. Box 989	George McLeod
Portland, Ore.	P. O. Box 5165	Robert A. Landsburg
Powder Springs, Ga.	P. O. Box 4	Henry B. Dunphey Jr.
Lanikai, Oahu, T. H.	P. O. Box 1142	Lee R. Dawson
Anchorage, Alaska	P. O. Box 719	Edwin Forsyth

SECONDARY MONITORING STATIONS

Searport, Me.	P. O. Box 191	Vernon K. Wilson
Spokane, Wash.	P. O. Box 37, Station "A"	Adelbert C. Lawrence
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Fort Lauderdale, Fla.	P. O. Box 187	Earl G. Coston
Lexington, Ky.	P. O. Box 99	James E. Gilfoy
Muskogee, Okla.	P. O. Box 1448	J. F. DeBardeleben
Bay St. Louis, Miss. (near New Orleans)	P. O. Box 300	H. Frank Rawls

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RADIO IN OCCUPIED DWELLING UNITS FOR THE UNITED STATES, BY RESIDENCE:

1950 and 1940, from U.S. Census Bureau

(Statistics are in thousands; add 000)

Urban and Rural Nonfarm

	Total		Total		Urban		Rural Nonfarm		Rural farm		1940 Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
All occupied dwelling units	42,520	....	36,626	....	28,108	....	8,518	....	5,894	....	34,854	....
No. reporting	41,932	100.0	36,171	100.0	27,810	100.0	8,362	100.0	5,761	100.0	33,890	100.0
With radio	40,093	95.6	34,731	96.0	26,941	96.9	7,790	93.2	5,362	93.1	28,048	82.8
No radio	1,839	4.4	1,440	4.0	868	3.1	572	6.8	399	6.9	5,842	17.2

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BERNARD ASSOCIATES—5010 Sunset Blvd., Hollywood 27, Calif. Tel.: Normandy 2-6715. Branch Field Office: Edward Iannelli, 86 Webster Ave., Harrison, N. Y.

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BROWN, DUNCAN & PORTER
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COMMERCIAL RADIO EQUIPMENT CO.—Eastern Office: International Bldg., Washington 4, D. C. Tel.: District 1319. Everett L. Dillard, general manager; Edward F. Lorentz and Irl T. Newton, associate engineers. Midwest Office: P. O. Box 7037, Kansas City, Mo. Tel.: Jackson 5302. Allocation engineering: Robert Wolfskill, manager.

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(Continued on page 464)

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International Broadcasting Stations of the United States

Authorized by FCC as of October 23, 1951

Note: These U. S. shortwave stations, operated under contract by the Government, are programmed by the International Broadcasting Division, Office of International Information, Department of State. (Under the 1952 fiscal year Appropriations Act, private licensees may program their stations up to 25% of the broadcast time.) Frequencies range in the 6-25 mc band.

Call Sign	Equipment Installation Number	Power (Watts)	Licensee	Location
WABC	(1)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(2)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(3)	50,000	Columbia Bcstg. System	Brentwood, N. Y.
	(4)	10,000	Columbia Bcstg. System	Brentwood, N. Y.
	(5)	50,000	Columbia Bcstg. System	Wayne, N. J.
	(6)	50,000	Columbia Bcstg. System	Wayne, N. J.
KCBR	(1)	200,000	Columbia Bcstg. System	Delano, Calif.
	(2)	50,000	Columbia Bcstg. System	Delano, Calif.
	(3)	50,000	Columbia Bcstg. System	Delano, Calif.
WRCA	(1)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(2)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(3)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(4)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(5)	50,000	National Bcstg. Co.	Bound Brook, N. J.
	(6)	50,000	National Bcstg. Co.	Bound Brook, N. J.
KRCA	(1)	50,000	National Bcstg. Co.	Dixon, Calif.
	(2)†	50,000	National Bcstg. Co.	Dixon, Calif.
	(3)	200,000	National Bcstg. Co.	Dixon, Calif.
WGEO	(1)	100,000	General Electric Co.	Schenectady, N. Y.
	(2)	50,000	General Electric Co.	Schenectady, N. Y.
	(3)	25,000	General Electric Co.	Schenectady, N. Y.
KEGI	(1)	50,000	General Electric Co.	Belmont, Calif.
	(2)	100,000	General Electric Co.	Belmont, Calif.
WLWO	(1)	75,000	Crosley Corp.	Mason, Ohio
	(2)	50,000	Crosley Corp.	Mason, Ohio
	(3)	200,000	Crosley Corp.	Bethany, Ohio
	(4)	200,000	Crosley Corp.	Bethany, Ohio
	(5)	200,000	Crosley Corp.	Bethany, Ohio
	(6)	200,000	Crosley Corp.	Bethany, Ohio
	(7)	200,000	Crosley Corp.	Bethany, Ohio
	(8)	200,000	Crosley Corp.	Bethany, Ohio
WBOS	(1)	50,000	Westinghouse Radio Stations Inc.	Hull, Mass.
KWID	(1)	100,000	Associated Bcstrs. Inc.	San Francisco, Calif.
	(2)	50,000	Associated Bcstrs. Inc.	San Francisco, Calif.
WRUL*	(1)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(2)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(3)	50,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(4)	20,000	World Wide Bcstg. Corp.	Scituate, Mass.
	(5)	7,000	World Wide Bcstg. Corp.	Scituate, Mass.

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† Experimental station for use in transmitting special signal on 6080 kc to National Bureau of Standards, Washington.

* Retain 25% of effective daily broadcasting time for private operations.

Canadian International Stations

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CFCX	Canadian Marconi Co., Montreal, Que.	6.005	75
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto	6.07	1,000
CFVP	Voice of the Prairies Ltd., Calgary, Alta.	6.03	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S.	6.13	500
CJCX	Eastern Broadcasters Ltd., Sydney, N. S.	6.01	1,000
CKRO	Transcanada Communications Ltd., Winnipeg, Man.	6.15	2,000
CKRX	Transcanada Communications Ltd., Winnipeg, Man.	11.72	2,000
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C.	6.08	10
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	6.005 9.54	200 200

Canadian Broadcasting Corp. Stations

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CBNX	St. John's, Newfoundland.	5.97	300
CBFW	Vercheres, Que.	6.09	7,500
CBFX	Vercheres, Que.	9.61	7,500
CBFY	Vercheres, Que.	11.705	7,500
CBFZ	Vercheres, Que.	15.19	7,500
CBLX	Vercheres, Que.	15.09	7,500
CBFA	Vercheres, Que.	11.76	7,500
CBFL	Vercheres, Que.	11.72	7,500
CBFO	Vercheres, Que.	9.63	7,500
CBFR	Vercheres, Que.	9.52	7,500
CBRX	Vancouver, B. C.	6.16	150
CKOB	Sackville, N. B.	6.09	50,000

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CKLO	Sackville, N. B.	9.63	50,000
CKXA	Sackville, N. B.	11.705	50,000
CKCX	Sackville, N. B.	15.19	50,000
CKNC	Sackville, N. B.	17.82	50,000
CHAC	Sackville, N. B.	6.16	50,000
CHLS	Sackville, N. B.	9.61	50,000
CHOL	Sackville, N. B.	11.72	50,000
CHLA	Sackville, N. B.	21.71	50,000
CKEX	Sackville, N. B.	11.9	50,000
CKLX	Sackville, N. B.	15.09	50,000
CKCS	Sackville, N. B.	15.32	50,000
CKRA	Sackville, N. B.	11.76	50,000
CKRP	Sackville, N. B.	21.6	50,000
CKRZ	Sackville, N. B.	6.06	50,000

Consulting Engineers

(Continued from page 462)

McINTOSH & INGLIS—777 14th St., N.W., Wyatt Bldg., Washington, D. C. Tel.: Metropolitan 4477. Laboratory: 320 Water St., Binghamton, N. Y. Tel.: Binghamton 3-3566. Partners: Frank H. McIntosh, Andrew F. Inglis. Associates: James R. Croy, Robert E. Baluta, Elizabeth L. Dahlberg, Charles L. Brady, Ambrose J. Cavegn. Laboratory engineers: Gordon J. Gow, Maurice L. Painchaud, Sidney Corderman.

DIXIE B. McKEY AND ASSOC.—1820 Jefferson Pl., N.W., Washington 6, D. C. Tel.: Republic 7236.

JAMES C. McNARY—National Press Bldg., Washington 4, D. C. Tel.: District 1205. James C. McNary, R. S. Duncan, C. G. Rohrich Jr.

PHILIP MERRYMAN & ASSOC.—114 State St., Bridgeport, Conn. Tel.: Bridgeport 5-4144.

JOHN H. MULLANEY—1757 K St., N.W., Washington 6, D. C. Tel.: National 0196, National 3925.

E. C. PAGE CONSULTING RADIO ENGINEERS—Bond Bldg., Washington 5, D. C. Tel.: Executive 5670. Partners: Esterly C. Page, Joseph A. Waldschmitt. Associate: Virginia R. Erwin.

DALE POLLACK—Dayton Rd., Waterford, Conn. Tel.: 2-9401.

PREISMAN & BISER—3308 14th St., N.W., Washington 10, D. C. Tel.: Adams 7299.

RADIO ENGINEERING CO.—1355 Market St., San Francisco. Tel.: Market 1-8173. Owner: Norwood J. Patterson. (Also distributor for Ampex tape recorders.)

GARO W. RAY—Hilltop Dr., Stratford, Conn. Tel. 7-2465.

WILLIAM E. RICHARDSON—1935 S.W. Moss St., Portland 1, Ore. Tel.: Cherry 4070.

ANDREW D. RING—A. D. Ring & Co., Munsey Bldg., Washington 4, D. C. Tel.: Republic 2347, Andrew D. Ring. Associates: Howard T. Head, Stephen W. Kreshner, Charles S. Wright, L. Edward Pamphilon, Marvin Blumberg, Charles L. Keller, Raymond Dordal.

HAROLD B. ROTHROCK—Citizens National Bank Bldg., Bedford, Ind. Tel.: 4270, 4421.

MERL SAXTON—622 Hoskins St., P. O. Box 575, Lufkin, Tex. Tel.: 1348-J and 801.

ROBERT M. SILLIMAN — 1011 New Hampshire Ave., Washington, D. C. Tel.: Republic 6646.

HAROLD C. SINGLETON — 4646 S.W. Council Crest Dr., Portland 1, Ore. Tel.: Beacon 1201.

LYNNE C. SMEBY—1311 G St., N.W., Washington 5, D. C. Tel.: Executive 8073.

T & T RADIO MEASUREMENTS CO.—2559 Atlantic Ave., Long Beach, Calif. Tel.: 4-2015. Jay E. Tapp and Raymond B. Torian, co-owners.

ARCHER S. TAYLOR—P.O. Box 1479, Missoula, Mont. Tel.: 9-1589.

WELDON & CARR—Lester H. Carr, 1605 Connecticut Ave., N.W., Washington 9, D. C. Tel.: Michigan 4151. James O. Weldon, 4212 South Buckner Blvd., Dallas 10, Tex. Tel.: Evergreen 1137. Maj. Gen. Frank E. Stoner, 4742 West Ruffner St., Seattle 99, Wash. Tel.: Garfield 7502. Staff: Jules Cohen, Edgar F. Vandivere Jr., Wilson C. Wearn, Kenneth H. Hollingsworth, Paul L. Wimmer, Boyton G. Hagaman, B. W. Griffith Jr., C. A. Brawner, G. W. Martin, Fred C. Clarke, Eugene E. Arnold.

MARTIN R. WILLIAMS—7104 E. 14th St., Indianapolis. Tel.: Riley 8057.

NATHAN WILLIAMS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

RAYMOND M. WILMOTTE — 1469 Church St., N.W., Washington 5, D. C. Tel.: Decatur 1231.

HERBERT L. WILSON—1025 Connecticut Ave., N.W., Washington 6, D. C. Tel.: National 7161.

W. M. WITTY—6923 Snider Plaza, Dallas 5. Tel.: Lakeside 7118.

1951 Radio and Television Set Production

Preliminary Estimate by Radio-Television Mfrs. Assn., covering member and non-member companies.

	Television	*Home Radios*	*Portables*	*Auto Sets*
January	645,716	750,289	75,294	346,799
February	679,319	764,679	79,859	437,779
March (Five Weeks)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (Five Weeks)	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
August	146,705	295,587	77,568	190,252
September (Five Weeks)	337,341	603,055	103,355	393,836
October	411,867	513,609	94,053	267,061
November*	436,450	479,943	73,197	228,101
December (Five Weeks)**	440,000	600,000	75,000	257,000
	5,259,174	6,726,585	1,339,020	4,599,837

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* Preliminary

**Estimated

Latin American Broadcasting Stations

BAHAMAS

Frequency	Call	City	Owner or Operator	Power	DA	Class
1540	ZNS	Nassau	Bahamas Government	5.0		I-A

CUBA

Frequency	Call	City	Owner or Operator	Power	DA	Class
(540)	(New)	Victoria de las Tunas		(1.0)		(II)
550	CMW	Havana	A. Gil y M. Troncoso	2.5 (10.0)	(DA)	III-A (I-C)
560	CMKM	Holguin	Union Radio S. A.	5.0		III-A
570	CMHI	Santa Clara	RHC Cadena Azul S. A.	10.0	DA	II (I-D)
(580)	....	Ciego de Avila		(0.5-D) (0.25-N)		(III)
590	CMCY	Havana	RHC Cadena Azul S. A.	15.0 (25.0)	DA (DA)	II (I-D)
600	CMKV	Holguin	RHC Cadena Azul	1.0 (2.5)		III
630	CMQ	Havana	Cirquito CMQ S. A.	25.0	DA	III-E (I-D)
640	CMHQ	Santa Clara	Circuito CMQ S. A.	10.0 (15.0)	(DA)	II (I-C)
650	CMDA	Santiago de Cuba	Cia. Radiodif. Coco y CMCK S. A.	1.0		II
660	CMCU	Havana	Radio Garcia Serra S. A.	1.0 (5.0)	(DA)	II (II-E)
(670)	CMBC	Holguin	(Satellite CMBC Havana)	(1.0)	(DA)	(II-E)
(680)	CMBC	Camaguey	(Satellite CMBC Havana)	(1.0)		(II)
690	CMBC	Havana	Domingo Fernandez Cruz	10.0 (50.0)	DA (DA)	II (I-C)
720	CMHU	Cienfuegos	Modesto Vasquez Gonzales	0.25		II
730	CMKJ	Holguin	Circuito CMQ S. A.	5.0		II
(730)	CMCA	Havana	(See 1150 kc)	(10.0)	(DA)	(II)
740	CMCD	Havana	La Voz del Aire	10.0	DA	II
(740)	CMKJ	Havana	(See 730 kc)	(10.0)	(DA)	(I-D)
760	CMAB	Pinar del Rio	Simeon Ferro Matinez	5.0		II
	CMJY	Ciego de Avila	Cadena Oriental de Radio S. A.	1.0		II
(760)	CMCD	Havana	(See 740 kc)	(10.0)	(DA)	(II-E)
770	CMKC	Santiago de Cuba	Radio Oriente S.A.	1.0		II
780	CMHB	Sancti Spiritus	Unio Radio S. A.	0.25		II
(780)	CMHD	Santa Clara	(See 890 kc)	(5.0)	(DA)	(II-E)
790	CMCH	Havana	Radio Cadena Habana S. A.	10.0	(DA)	III-B (III-E)
800	CMAW	Pinar del Rio	Pedro Redondo Fernandez	0.25		II
	CMKW	Santiago de Cuba	Cadena Oriental de Radio S. A.	2.0		II
(800)	CMJY	Ciego de Avila	(See 760 kc)	(1.0)		(II)
810	CMHW	Santa Clara	RHC Cadena Azul S.A.	1.0-D 0.25-N (0.5-N)		II
830	CMBZ	Havana	Manuel y Guillermo Salas	5.0-D 1.0-N (5.0)	DA-N (DA)	II (II-E)
840	CMAN	Pinar del Rio	RHC Cadena Azul S. A.	1.0		II
	CMJM	Ciego de Avila	RHC Cadena Azul S. A.	0.5		II
850	CMKU	Santiago de Cuba	Circuito CMQ S. A.	2.0		II
(850)	CMJB	Camaguey	(See 880 kc)	(1.0)		(II)
860	CMBL	Havana	Radio Cadena Suaritos	15.0 (25.0)	DA (DA)	II (I-C)
880	CMJB	Camaguey	Union Radio S. A.	1.0		II
890	CMHD	Camajuani	Union Radio S. A.	1.0		II
900	CMKS	Guantanamo	Candido S. Von Suarez	0.25		II
(900)	CMKU	Santiago de Cuba	(See 850 kc)	(2.0)		(II)
910	CMCF	Havana	J. Ulloa y Cia.	10.0	(DA)	III-B (III-E)
920	CMAQ	Pinar del Rio	Circuito CMQ S. A.	1.0-D (1.0)		III-A (III)
	CMJL	Camaguey	Circuito CMQ S. A.	5.0 (10.0)	(DA)	III-B (I-D)
930	CMKN	Santiago de Cuba	RHC Cadenz Azul S. A.	1.0		III-A (III)
(930)	CMGF	Mantanzas	(See 1240 kc)	0.25		(IV)
950	CMBF	Havana	Radio Universal S. A.	10.0	DA	I-B (I-D)
960	CMGN	Jovellanos	RHC Cadena Azul S. A.	0.5		III-B (III)
	CMJN	Camaguey	RHC Cadena Azul S. A.	1.0 (2.0)		III-A (III)
970	CMKD	Holguin	Otto Vinas Jimeno	1.0		III-A (III)
(970)	CMHM	Santa Clara	(See 1130 kc)	(1.0)		(III)
980	CMCK	Havana	Cia. Radiodif. COCO y CMCK S. A.	5.0 (10.0)	(DA)	III-A (I-D)
990	CMHT	Sancti Spiritus	Juan B. Santana Padron	1.0-D 0.25-N		II
(990)	CMAW	Pinar del Rio	(See 800 kc)	(0.25)		(II)
1000	CMJG	Camaguey	Cadena Oriental de Radio S. A.	1.0		II
	CMKL	Santiago de Cuba	Reloj del Aire S. A.	0.25		II
1010	CMBQ	Havana	Radio Continental CMBQ S. A.	25.0	DA	I-B
(1020)	CMHF	Camajuani	(See 1040 kc)	(0.1-D)		(II-E)
1030	CMAC	San Cristobal	Guillermo Garcia Ovies	0.25 (0.25-D)		II
	CMJR	Camaguey	Org. Insular de Radio S. A.	1.0 (5.0)	(DA)	II (II-E)
1040	CMHF	Camajuani	Jose Fernandez Aleman	1.0-D		IV
1050	CMKF	Holguin	Manuel J. de Gongora	0.25		IV
(1050)	CMHB	Sancti Spiritus	(See 780 kc)	(1.0)		(II)
1060	CMCX	Havana	Circuito Occidental de Radio S. A.	10.0-D 0.25-N		II
	CMJA	Camaguey	Rafael Valdes Jiminez	0.25		II
(1070)	CMAB	Pinar del Rio	(See 760 kc)	(5.0-D) (2.0-N)		(II)
(1080)	CMJM	Ciego de Avila	(See 840 kc)	(0.5)		(II)
1090	CMBS	Havana	Enrique Artalejo Fernandez	0.25-D 0.1-N		II
	CMHE	Encrucijada	Virgilio R. Diaz Quintanilla	0.25-D 0.1-N		II
	CMKR	Santiago de Cuba	Jaime Nadal	0.25 (5.0)	(DA)	II
1100	CMGW	Mantanzas	Ramon A. de Zayas	0.5		II
(1110)	CMKS	Guantanamo	(See 900 kc)	(0.25-D) (0.1-N)		(II)
1120	CMBY	Havana	Pages y Cia.	0.25 (0.25-D)		II (II-E)
1130	CMHM	Santa Clara	Cadena Oriental de Radio S. A.	1.0-D		II
	CMKH	Guantanamo	Luis Coronado Estrada	0.25		II
(1130)	CMHU	Cienfuegos	(See 720 kc)	(0.25)		(II)
(1140)	CMKH	Guantanamo	(See 1130 kc)	(0.25)		(II)
1150	CMCA	Havana	Radio Publicidad Tropico S. A.	10.0		II (III-E)
	CMJK	Camaguey	Jones, Castrillon y Cia.	0.5		III
(1160)	CMJK	Camaguey	(See 1150 kc)	(1.0)	(L-KSL)	(II)
1170	CMAR	Pinar del Rio	Manuel Diaz Autran	0.25	DA-N	II
	CMKB	Santiago de Cuba	Union Radio S. A.	1.0		II
1190	CMJD	Ciego de Avila	Union Radio S. A.	0.25		III-B
	CMK	Havana	Fausto Montiel	0.25		II
1210	CMHK	Cruces	Virgilio Villanueva Bravo	0.25		II
1220	CMKO	Holguin	Manuel Angulo Ferran	0.25		II
(1220)	CMHK	Cruces	(See 1210 kc)	(1.0)		(II)
1230	CMCO	Havana	Edelberto Perez Rubio	0.25		IV
	CMJX	Moron	Dr. Pablo Castellanos Caballero	0.25		IV
1240	CMAD	Artemisa	Manuel Diaz Autran	0.25		IV
	CMGF	Mantanzas	RHC Cadena Azul S. A.	0.25		IV
(1240)	CMGW	Mantanzas	(See 1100 kc)	(0.5)		(IV-E)
	CMKE	Victoria de las Tunas	(See 1320 kc)	(0.25)		(IV)
1250	CMHP	Cabaiguan	Fernando Alvarez	0.25		IV
	CMKA	Guantanamo (Santiago de Cuba)	Cadena Oriental de Radio S. A.	0.25		IV
1260	CMCI	Havana	Cadena Oriental de Radio S.A.	5.0		III
1270	CMJC	Camaguey	Cadena Camagueyana de Radio	1.0		III-A
1280	CMHA	Sagua la Grande	Justiniano Valdes Aguado	0.25		II
1290	CMCW	Havana	Gilb. y Mario Lavin Dominguez	0.25		II (IV)
	CMDC	Holguin	Cadena Oriental de Radio S. A.	1.0		III-A
(1290)	CMKC	Santiago de Cuba	(See 770 kc)	(1.0)		(III)
(1300)	CMAN	Pinar del Rio	(See 840 kc)	(1.0)		(III)
	CMJQ	Camaguey	(See 1580 kc)	(1.0)		(III)
1310	CMHO	Santa Clara	Org. Insular de Radio	1.0		III-A
1320	CMKE	Victoria de las Tunas	Humberto Anteres Pena	0.25		IV
(1320)	CMDA	Santiago de Cuba	(See 650 kc)	(1.0)		(III)
1330	CMCB	Havana	Radio Reloj S. A.	1.0		III-A
1340	CMJF	Camaguey	Aquilino Gonzalez Hernandez	1.0		II (IV-E)
	CMGU	Colon (Matanzas)	Cadena Oriental de Radio S.A.	0.25		IV
(1340)	CMKY	Puerto Padre	(See 1350 kc)	(0.25)		(IV)
	....	Pinar del Rio		(0.25)		(IV)
1350	CMHJ	Cienfuegos	Romualdo Ugalde Cordero	0.25 (1.0)		IV (III)
	CMKY	Puerto Padre	Pedro Zacca Cheda	1.0		IV
1360	CMBG	Havana	Dr. Antonio Fuentes Rodriguez	0.25		III
(1360)	CMDC	Santiago de Cuba	(See 1290 kc)	(1.0-D) (0.5-N)		(III)
1370	CMJH	Ciego de Avila	Luis Marauri	0.25 (0.5)		IV (III)
1390	CMBX	Havana	Alberto Alvarez Ferrera	0.25 (0.5)		IV (III)
	CMKX	Bayamo	Aistides Gervet Villafane	0.25 (0.5) (0.5)		IV (III)
1400	CMGL	Matanzas	Cadena Oriental de Radio S. A.	0.25		IV
	CMJI	Florida	Dr. Osvaldo Moran Artega	0.25		IV
(1400)	CMKI	Guantanamo	(See 1560 kc)	(0.25)		(IV)
(1410)	CMHX	Santa Clara	(See 1480 kc)	(1.0)		(III)
1420	CMCQ	Havana	Andres Martinez	0.25 (1.0)		IV (III)
1430	CMKZ	Palma Soriano	Maria Dominguez Dousseu	0.25		IV
1440	CMJW	Camaguey	Andres Moran Cisneros	0.25		IV
(1440)	....	Matanzas		(0.5)		(III)
(1450)	....	Santa Clara		(0.25)		(IV)

(Continued on page 466)

Latin American Stations

(Continued from page 465)

Frequency	Call	City	Owner or Operator	Power	DA	Class
1460	CMCM	Havana	Cia. Transradio Columbia S. A.	0.25 (0.5)		III
	CMKQ	San Luis	Raul de Arms Trompeta	0.5		III-B
1470	CMGE	Cardenas	Genaro Sabater Cespedes	0.25 (0.5)		IV
	CMJO	Ciego de Avila	Bonifacio Idelfonso	0.25 (0.5)		IV (III)
1480	CMHX	Santa Clara	Salvador S. Almanza Lopez	0.25 (0.5)		IV
(1480)	....	Santa Clara		(0.5)		(III)
1490	CMOX	Havana	Cia. Elextronica S. A.	0.25		IV
	CMKG	Victoria de las Tunas	Ramon Espinosa Perez	0.25		IV
1520	CMBD	Havana	Luis Perez Garcia	0.25		II
	CMKT	La Maya	Andres M. Arias Salazar	0.25		II
(1550)	CMKT	La Maya	(See 1520 kc)	(0.25)		(II)
	....	Havana		(0.25)		(II)
1560	CMZ	Havana	Ministry of Education	10.0	DA	I-B
	CMKI	Guantanamo	Union Radio S. A.	0.25		II
(1560)	....	Santa Clara		(10.0)	(DA)	(I-B)
1580	CMJQ	Nuevitas	Juan Filguieras Cabaleiro	0.25		II
(1580)	....	Camaguey		(0.5)		(II)
1590	CMOA	Havana	Juan Fernandez Duran	0.25		II
(1590)	....	Holguin		(0.25)		(II)

DOMINICAN REPUBLIC

1240	HI9U	Puerto Plata	Luis A. Pelegrin	0.25		IV
	HIT	Ciudad Trujillo	F. A. Sanabia	0.25		IV
(1250)	HI4C	La Romana		(1.0-D) (0.1-N)		(III-IV)
1310	HI3V	Bani		0.5		III
(1330)	HI3J	San Pedro de Macoris		(0.5)		(III)
1350	HIZ	Ciudad Trujillo	Frank Hatton	1.0		III-B
1360	HI8B	Santiago		1.0-D 0.1-N		III-IV
(1380)	HI4B	La Romana		(0.5)		(III)
1400	HI3A	Santiago	Expedi Pou	0.25		IV
610	HI6T	Santiago		1.0		II
620	HI3T	Ciudad Trujillo	J. Arismendi Trujillo	10.0		I-C
630	HI2R	San Cristobal	Luis Alberti	0.25		IV
790	HIL	Ciudad Trujillo	Joaquin C. Pellicer	0.5		III-B
820	HI9Z	Santiago	Luis F. Moscoso C.	1.0-D 0.1-N		III-B
950	HIG	Ciudad Trujillo	Andres Cordero Puello	0.25		III-B
(1050)	HI5K	Barahona		(0.25)		(II)
1220	HIN	Ciudad Trujillo	Partido Dominicano	0.75		II
1230	HI1L	La Vega	Joaquin C. Pellicer	0.25		IV
1440	HI4F	San Francisco de Macoris		1.0-D 0.1-N		III-IV
1490	HI2H	Ciudad Trujillo	Raf. E. Tavarez L.	0.2		IV

HAITI

1080	4VK	Leogane, Port-au-Prince		10.0-SH	DA	
1230	4VW	Port-au-Prince	Ricardo Widmaier	0.25-SH		
1470	4VGM	Port-au-Prince	Frank C. Magloire	0.4-SH		

JAMAICA

880	ZQI	Kingston	Jamaica Broadcasting Co.	5.0		II
(1180)	....	Montego Bay		(5.0)		(II)

MEXICO

Frequency	Call	City	Owner or Operator	Power	DA	Class
540	XEWA	S. Luis Potosi, S. L. P.	Cadena Radiodif. Mex. S. A.	150.0	DA-N	I-A
550	XEAF	Tala, Jal.		0.15		IV
	XEKL	Jalapa, Ver.	Carlos Ferraez Matos.	1.0-D 0.25-N		IV
	XEPX	La Paz, B. C.		0.25		IV
560	XEAH	S. Rosalia, B. C.		0.1		IV
	XEAK	Tecate, B. C.		0.25		IV
	XEOF	Mexico, D. F.		1.0		III-B
570	XELQ	Morelia, Mich.	Francisco Laris Iturbide	1.0		III-B
580	XEAL	La Paz, B. C.		0.5		III-B
	XEAV	Guadalajara, Jal.	Manuel Lopez Diaz	1.0		III-B
	XEHA	Ciudad Camargo, Chih.	Hugo Pinera Limas	0.5-D 0.25-N		IV
	XEMU	Piedras Negras, Coah.	Alfonso L. Bres.	5.0-D 0.25-N		IV
	XEXB	Jalapa, Ver.		0.35		III-B
590	XEHQ	Hermosillo, Son.	Radio Hermosillo	0.5		III-B
	XEPH	Mexico, D. F.	Cia. Mexico de Radiodif. S. A.	5.0		III-A
	XERT	Reynosa, Tam.	Ignacio Magallon	5.0-D 0.25-N		IV
600	XEBB	Acapulco, Gro.		1.0		III-B
	XEDN	Torreon, Coah.	Difusora del Norte S. A.	1.0		III-B
	XEZ	Merida, Yuc.	Jorge L. Palomeque	2.0		III-A
610	XEBX	Sabinas, Coah.	Radiodif. Coahuila S. A.	0.5		III-B
	XELR	Veracruz, Ver.		0.1		IV
	XEUF	Uruapan, Michoa.	Ignacio Navarro	0.5		III-B
	XEWZ	Guanajuato, Gto.		0.25-D		IV
620	XEBU	Chihuahua, Chih.	Enriqueta G. Uranga	1.0-D 0.25-N		IV
	XEGH	Reynosa, Tam.		1.0-D		III
	XENK	Mexico, D. F.	Gral. Brig. P. A. F. Proal Pardo	5.0		III-A
630	XEFB	Monterrey, N. L.	Emis. Inc. de Monterrey S. A.	5.0-D 0.5-N		III-B
	XEJB	Guadalajara, Jal.	State Government	0.5		III-B
	XETS	Tapachula, Chis.	Wadelay Dominguez Correa	0.5-D 0.25-N		IV
650	XEZM	Zamora, Mich.	La Viz del Comecio de Zamora	1.0-D		II
660	XEAY	Ciudad Delicia, Chih.		0.5-D		II
	XEBZ	Mexico, D. F.	Vocero Mexicano S. A.	0.5	DA-N	II
680	XEFJ	Teziutlan, Pue.		1.0-D		II
	XELG	Leon, Gto.	Radio Impuls. del Centro S. A.	10.0	DA-N	II
690	XEAC	Tijuana, B. C.	Jorge I. Rivera	50.0-D 0.5-N		I-B
	XEN	Mexico, D. F.	Guillermina P. de Del Conde	5.0		II
700	XEDV	Zapopan, Jal.		0.5-D		II
710	XEON	Tuxtla Gutierrez, Chia.	Enrique Valero Arambula	1.0		II
730	XEX	Mexico, D. F.	Radio de Mexico S. A. de C. V.	500.0	DA	I-A
760	XECO	Zapopan, Jal.		0.5-D		II
	XEPK	Pachuca, Hgo.	Radio Publ. de Pachuca S. A.	0.25-D		II
	XETA	Zitacuaro, Mich.	Gabriel Saenz Gutierrez	0.25-D		II
790	XEBI	Aguascalientes, Ags.	Pedro C. Rivas	1.0-D 0.25-N		IV
	XEDF	Nuevo Laredo, Tam.	Ruberto Villarreal	1.0-D 0.5-N		III-B
	XERC	Mexico, D. F.	Radio Popular de Mexico	1.0		III-A
800	XEAN	Ocotlan, Jal.	Radio Ocotlan S. de R. L.	0.25-D		II
	XEBE	Tijuana, B. C.		0.5-D		II
	XELO	Ciudad Juarez, Chih.	Cia. Radio. de Piedras Negras	150.0		I-A
810	XEFW	Tampico, Tam.	Flores y Matinez	50.0-D 30.0-N	DA-N	II
	XEDZ	Cordoba, Ver.		1.0-D		II
830	XELA	Mexico, D. F.	Radio Metropolitan S. A.	1.0	DA-N	II
840	XEBA	Guadalajara, Jal.	Jesus D. Gonzales	0.25-D		II
	XEGB	Coatzacoalcos, Ver.		0.25-D		II
860	XEDU	Durango, Dur.	Carlos C. Armas	1.0-D 0.5-N		II
	XEMO	Tijuana, B. C.	Fernando Federico Ferreira	5.0		II
	XEUN	Mexico, D. F.	Universidad Nacional de Mexico	5.0		II
900	XEW	Mexico, D. F.	Cadena Radiodifusora S. A.	250.0		I-A
910	XEAO	Mexicali, B. C.	Juan C. Chavez	0.25		IV
920	XEBD	Saltillo, Coah.		0.25-D		IV
	XEBH	Hermosillo, Son.	Carlos Balderrama	5.0-D 1.0-N		III-B
	XEBM	S. Luis Potosi, S. L. P.	Benjamin Briones	1.0		III-B
	XEGK	Papantla, Ver.		0.25		II
	XELT	Guadalajara, Jal.	Eduardo Reynoso Gonzalez	0.25		IV
	XEMJ	Piedras Negras, Coah.	Jesus L. Elizondo	1.0-D 0.25-N		IV
	XEOK	Monterrey, N. L.	Carlos Roa Montes de Oca	0.5-D 0.25-N 0.25-N		IV
940	XEBF	Mexicali, B. C.		0.25-D		II
	XEQ	Mexico, D. F.	Radio Panamericana S. A.	150.0-D 50.0-N 50.0-N		I-B
950	XEGM	Tijuana, B. C.	Gustavo Faist Fernandez	2.5	DA-N	III-A
960	XEFE	Neuvo Laredo, Tem.	Rafael Tijerina Carranza	5.0-D 1.0-D		III-A
	XEHK	Guadalajara, Jal.	Francisco E. Fregoso	0.25		IV
	XEOP	Hermosillo, Son.		0.5		III-B
	XEU	Veracruz, Ver.	Fernando Pazos Sosa	0.5		III-B
970	XEJ	Ciudad Juarez, Chih.	Pedro Meneses Jr.	5.0		III-A
	XEK	Mexico, D. F.	Arturo Martinez	1.0-D 0.5-N		III-B
	XEO	Matamoros, Tam.	Jose Maria Gonzalez	1.0		III-B
	XEVV	Villahermosa, Tab.		1.0-D 0.5-N		III-B
980	XEFQ	Cananea, Son.	Pedro L. Diaz	0.5		III-B
	XEJC	Cuernavaca, Mor.	Ed. Jimenez de la Cuesta	0.25		IV
	XETU	Tampico, Tam.	Impuls. Moderna del Radio S. A.	1.0		III-B
	XEXT	Tepic, Nay.	State Government	1.0		III-A

XUM

Frequency	Call	City	Owner or Operator	Power	DA	Class
990	XECL	Mexicali, B. C.	Alfonso A. Lacarra	5.0		II
	XET	Monterrey, N. L.	El Pregonere del Norte	5.0		II
1000	XEOY	Mexico, D. F.	Fomento de Radio S. A.	50.0		I-B
1010	XEDX	El Sauzal, B. C.		0.25-D		II
	XEHL	Guadalajara, Jal.	Radiodif. de Occidente S. A.	10.0-D 5.0-N 5.0-N		II
	XETX	Nuevo Casas Grandes, Chih.	Laureano Molinar Contreras	1.0-D 0.25-N		II
1030	XEQR	Mexico, D. F.	Corp. Mexicana de Radio S. A.	1.0	DA-N	II
1050	XED	Mexicali, B. C.	Carlos Blando	5.0-D 1.0-N	DA-N	II
	XEG	Monterrey, N. L.	La Voz de Norteamerica S. A.	150.0		I-A
1060	XEDP	Mexico, D. F.	Radio Gobernacion	50.0	DA-N	I-B
1090	XEHR	Pueblo, Pue.	Manuel R. Canale	0.25		II
	XELB	La Barca, Jal.	Ramon Alvarez Lopez	0.25-D		II
	XERB	Rosarito, B. C.	Interamericana de Radio S. A.	50.0	DA-N	I-B
	XERG	Nuevo Laredo, Tam.	Reynaldo Garza Alvarez	2.5-D		II
1110	XEFL	Rio Bravo, Tam.		0.25-D		II
	XEQB	Mexico, D. F.	Radio Central de Mexico	20.0	DA	II
1120	XETR	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos	1.0-D		II
1130	XEFN	Urupan, Mich.		0.25-D		II
1140	XEFZ	Monterrey, N. L.		50.0	DA-N	I-B
1150	XEAD	Guadalajara, Jal.	Alejandro Diaz	0.125		IV
	XEJO	Monterrey, N. L.		1.0-D		III
	XEJP	Mexico, D. F.	Radio America S. A.	1.0-D 0.6-N		III-B
	XEJS	Hidalgo del Parral, Chih.	Alfonso Perez Porras	0.5		III-B
1170	XECD	Puebla, Pue.	Roberto Canedo	0.35		II
	XEFD	Rio Bravo, Tam.		1.0-D		II
	XEIY	Aguascalientes, Ags.		0.5-D		II
1180	XEFR	Mexico, D. F.		1.0-D 0.25-N		II
1190	XENL	Monterrey, N. L.		1.0-D 0.25-N		II
	XERP	Guadalajara, Jal.		50.0	DA-N	I-B
1220	XEB	Mexico, D. F.	El Buen Tono S. A.	100.0		I-A
1240	XEBN	Ciudad Delicias, Chih.		0.25		IV
	XEBQ	Empalme, Son.	Roberto Gonzalez Mata.	0.5-D 0.25-N		IV
	XECA	Tampico, Tam.		0.25		IV
	XECE	Oaxaca, Oax.		0.25		IV
	XECG	Nogales, Son.		0.25		IV
	XECX	Poza Rica, Ver.		0.25		IV
	XEFP	Reynosa, Tam.		1.0-D 0.25-N		IV
	XEFV	Ciudad Juarez, Chih.	Dario Cordo Rocha	0.25		IV
	XEMQ	Merida, Yuc.	Lazaro Achurra Suarez	1.0-D 0.25-N		IV
	XERZ	Leon, Gto.	Carlos Obregon Padilla	0.25		IV
1250	XEAT	Hidalgo del Parral, Chih.	Sucrs. de Jorge Perez	0.25		IV
	XEDK	Guadalajara, Jal.	Manuel Lopez Diaz	1.0		III-B
	XEDL	Hermosillo, Son.	Eufemia Esquer de V. dal.	0.5		III-B
	XESJ	Saltillo, Coah.	Froylan Mier Narro	0.5		III-B
	XETF	Veracruz, Ver.	Sucrs. de Jose Rodr. Lopez	0.5		III-B
1260	XEBL	Culiacan, Sin.	Enrique Maxim. Gomez Blanco	1.0-D 0.5-N		III-B
	XEDW	Minatitlan, Ver.	Sucrs. de Hector Silva Canto	0.25		IV
	XEE	Durango, Dur.	Jose Valenzuela	1.0-D 0.25-N		IV
	XEL	Mexico, D. F.	Herdez S. A.	5.0-D 1.0-N		III-B
	XEMF	Monclova, Coah.	Alfonso L. Bres.	0.25		IV
	XEPO	San Luis Potosi, S. L. P.	Alejandro Espinosa Pitman	0.25		IV
	XER	Linares, N. L.	Radio Linares S. A.	0.25		IV
1270	XEAX	Oaxaca, Oax.	Alvaro Rodriguez Avendano	0.5		III-B
	XEAZ	Tijuana, B. C.	Fernando Sanchez Mayans	0.5		III-B
	XEFM	Leon, Gto.		0.1		IV
	XEGL	Navajoa, Son.	Fausto M. Gomez	0.5		III-B
	XEGW	Acambaro, Gto.		0.25		IV
	XEME	Merida, Yuc.		0.5		III-B
	XEJW	Jalapa, Ver.	Mariano Caraza	0.25		IV
	XEOH	Ciudad Camargo, Chih.		0.15		IV
	XEZU	Zacapu, Mich.	Guillermo Calzada Cervantes	0.25		IV
1280	XEAG	Cordoba, Ver.	Luz Maria Zuniga de Miguel	1.0		III-B
	XEAW	Monterrey, N. L.	Jesus D. Gonzalez	3.0-D 0.5-N		III-B
	XEBW	Chihuahua, Chih.	Radioemisora del Norte	1.0-D 0.6-N		III-B
	XEGJ	Guadalajara, Jal.	Quirino Francisco Gonzalez	0.25		IV
	XELK	Zacatecas, Zac.	Macias y Acevedo	0.25		IV
	XERL	Colima, Col.	J. Roberto Levy	0.25		IV
	XESQ	San Miguel Allende, Gto.		0.1		IV
1290	XEAP	Ciudad Obregon, Son.	Emillo Manzanilla	0.1		IV
	XEDA	Mexico, D. F.	Publ. Com. de Mexico S. A.	1.0		III-A
1300	XEGA	San Andres Tuxtla, Ver.		0.5		III-B
	XECQ	Culiacan, Sin.		1.0-D 0.5-N		III-B
	XEP	Ciudad Juarez, Chih.	Esteban Parra	0.5		III-B
	XESF	Morelia, Mich.	Jose Martinez Ramirez	0.5		III-B
1310	XEBP	Torreon, Coah.	La Voz de la Laguna S. A.	5.0-D 0.25-N		IV
	XEC	Tijuana, B. C.	Luis Enrique Encisco	0.25		IV
	XEFH	Agua Prieta, Son.	Jesus Rodriguez Verdugo	1.0-D		III
	XEHV	Veracruz, Ver.	Sucrs. de Juan A. Palavicini	1.0		III-A
	XEJE	Guadalajara, Jal.	Difusoras de Occidente S. A.	0.25		IV
	XEVH	Valle Hermosa, Tam.		0.25-D		IV
1320	XEAI	Mexico, D. F.	G. N. Medina y Loc. Ag. Ramos	1.0		III-B
	XERJ	Mazatlan, Sin.	Oscar Perez E.	1.0-D 0.5-N		III-B
	XESR	Santa Rosalia, B. C.		0.5		III-B
	XESY	Magdalena, Son.		0.2		IV
1330	XEBO	Irapuato, Gto.	Alfonso Martinez	0.5		III-B
	XEEA	Salina Cruz, Oax.		0.5		III-B
	XEFC	Merida, Yuc.	Rafael Rivas Franco	1.0		III-B
	XEKS	Saltillo, Coah.	Elfrain Lopez	0.1		IV
1340	XEAA	Mexicali, B. C.	Consuelo Tonnela de Eguia	0.25		IV
	XEBJ	Ciudad Victoria, Tam.	Fernando Elizalde	0.25		IV
	XEBK	Nuevo Laredo, Tam.	Juan Manuel Cortes	0.1		IV
	XECI	Acapulco, Gro.		0.25		IV
	XECJ	Apatzingam, Mich.		0.25		IV
	XECK	Durango, Dgo.		0.25		IV
	XEDH	Villa Acuna, Coah.	Oscar Gonzalez Galindo	0.25		IV
	XEFA	Jalapa, Ver.	Adolfo Alvarez	0.25		IV
	XEJK	Ciudad Delicias, Chih.	Amador Ronquillo Reza	0.25		IV
	XELW	Guadalajara, Jal.	Salvador Galindo de la Torre	1.0-D 0.25-N		IV
	XEMA	Fresnillo, Zac.	Jose Miguel Acevedo Moya	0.25		IV
	XEMT	Matamoros, Tam.	Severo Garza Saenz	0.25		IV
	XEOM	Coatzacoalcos, Ver.	Daniel Schact Perez	0.25		IV
	XESL	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez	0.25		IV
	XEUX	Tuxpan, Nay.	Salvador Hrena Benitez	0.25		IV
1350	XEQK	Mexico, D. F.	Guillermo Morales B.	1.0		III-A
	XETB	Torreon, Coah.	Radio Laguna S. A.	5.0-D 0.5-N		III-B
	XETM	Naco, Son.	Jesus Manuel Franco	1.0		III-B
1360	XEKF	Iguala, Gro.	Rafael Campos Marquina	1.0-D 0.5-N		III-B
	XESA	Culiacan, Sin.	Pablos 7 Elizalde	0.5		III-B
	XEY	Celaya, Gto.		1.0-D 0.25-N		IV
1370	XEA	Campeche, Camp.	Luis A. Maury	1.0		III-B
	XEDG	Guadalajara, Jal.		0.5		III-B
	XEHF	Nogales, Son.	Gaston Mascarenas	5.0		III-A
	XEMR	Monterrey, N. L.	Enrique Serna Martinez	5.0-D 0.5-N		III-B
	XETQ	Orizaba, Ver.	Sucrs. de Francisco Campos H.	0.25		IV
1380	XELF	Nueva Rosita, Coah.		0.25		IV
	XEMX	Mexico, D. F.	Publ. Com. de Mexico S. A.	5.0		III-B
	XERK	Tepic, Nay.	Darip Mondragon	0.5		III-B
1390	XEKN	Monclova, Coah.		0.5		III-B
	XEM	Chihuahua, Chih.	Pedro Meneses Jr.	0.5		III-B
	XEOR	Reynosa, Tam.	Jose Maria Gonzalez Lozano	1.0		III-B
	XERW	Leon, Gto.	Augustin Obregon Padilla	0.25		IV
	XETK	Mazatlan, Sin.	Radio Emisora de Occidente	1.0-D 0.5-N		III-B
	XETL	Tuxpan, Ver.	Calixte Almazan	1.0		III-B
1400	XEAB	Santa Ana, Son.	Alfredo Marin Castro	0.25		IV
	XEAJ	Navojoa, Son.		0.1		IV
	XECM	Manzanillo, Col.		0.25		IV
	XECN	Progreso, Yuc.		0.25		IV
	XEDE	Saltillo, Coah.	Blas Narro Dune	0.25		IV
	XEDQ	San Andres Tuxtla, Ver.		0.25		IV
	XEDT	Durango, Dgo.		0.25		IV
	XEI	Morelia, Mich.		1.0-D 0.25-N		IV
	XEJA	Jalapa, Ver.	Aldolfo Alvarez	0.1		IV
	XEKJ	Acapulco, Gro.	Ramon Ortega Escobedo	0.25		IV
	XEPF	Ensenada, B. C.	Luis Enrique Encisco	0.2		IV
	XERS	Gomez Palacio, Dgo.		0.25		IV
	XESB	Santa Barbara, Chih.	Domingo Salayandia Najera	0.15		IV
	XESP	San Pedro Tlaquepaque, Jal.	Herminio Macias Alonso	0.25		IV
	XETO	Tampico, Tam.	Radio Tiempo S. de R. L. de C. V.	0.25		IV
	XEWF	Cuautla, Mor.	Fernando Diaz Enriquez	0.1		IV

(Continued on page 468)

Latin American Stations

(Continued from page 467)

Frequency	Call	City	Owner or Operator	Power	DA	Class
1410	XEAS	Nuevo Laredo, Tam.	Jose Maria Villarreal	1.0-D 0.25-N		IV
	XEBS	Mexico, D. F.	Hispano Mexicano S. A.	1.0		III-B
	XECF	Los Mohis, Sin.	Francisco Perez H.	1.0-D 0.5-N		III-B
	XEMS	Matamoros, Tam.		0.25		IV
1420	XEDS	Mazatlan, Sin.	Alexjandro A. Schober	1.0-D 0.5-N		III-B
	XEF	Ciudad Juarez, Chih.	Jose Carlos Amaya	0.25		IV
	XEFS	Cuernavaca, Mor.		0.25		IV
	XEH	Monterrey, N. L.	Radio Tarnava S. de R. L.	1.0		III-A
	XEWE	Irapuato, Gto.	Felipe Gallardo	0.1		IV
	XEWJ	Tehuacan, Pue.		0.25		IV
	XEXX	Tijuana, B. C.	Jose J. Clark. Fern. Fed. Ferrei	2.0		III-A
1430	XEBC	Ciudad Guzman, Jal.	Roberto Chavez Gonzalez	0.25		IV
	XECZ	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez	1.0		III-A
	XELL	Veracruz, Ver.	Dol. G. Esterda de Ferreiro	0.25		IV
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	1.0-D 0.5-N		III-B
	XERN	Nueva Rosita, Coah.		0.1		IV
1440	XEFI	Chihuahua, Chih.	Pregon. del Est. de Chih.	1.0		III-B
	XELZ	Mexico, D. F.	Maria Cardena de Zetina	5.0-D 1.0-N		III-A
1450	XEAM	Matamoros, Tam.	Manuel L. Salinas	1.0-D 0.25-N		IV
	XECB	San Luis Rio Colorado, Son.		0.25		IV
	XECP	Ciudad Victoria, Tam.		0.1		IV
	XECS	Ciudad Mante, Tam.		0.15		IV
	XECT	Ojinaga, Chih.		0.25		IV
	XEDJ	Magdalena, Son.	Jesus L. Rochin	0.1		IV
	XEFG	Tecuala, Nay.		0.125		IV
	XEFK	Gomez Palacio, Dgo.		0.5-D 0.25-N		IV
	XEFY	Ensenada, B. C.		0.1		IV
	XEGC	Saguayo, Mich.	Alberto Barragan Degollado	0.25		IV
	XEGF	Culiacan, Sin.		0.25		IV
	XEHX	Huatabampo, Son.	Gerardo Millan Rios	0.25		IV
	XEJM	Monterrey, N. L.		0.25		IV
	XENA	Queretaro, Qro.	Ramon Rodriquez Familiar	1.0-D 0.25-N		IV
	XEPP	Orizaba, Ver.	Radio Impulsora de Orizaba	0.25		IV
	XEQW	Merida, Yuc.	Radio Mex. de Merida S. A.	0.25		IV
	XEXZ	Zacatecas, Zac.	Manuel Llamas Felix	0.25		IV
	XEYZ	Aguascalientes, Ags.	Luis Chavez Calvillo	0.1		IV
1460	XES	Tampico, Tam.	Difusora Portena S. de R. L.	1.0		III-A
	XEXQ	San Luis Potosi, S. L. P.		0.25		IV
	XEYC	Ciudad Juarez, Chih.	Ysela Fern. Caball. de Yanez	1.0		III-B
1470	XEAU	Tijuana, B. C.	Manuel Acuna Varela	5.0		III-A
	XECU	Los Mochis, Sin.		0.25		IV
	XESM	Mexico, D. F.	Salvador San Mertin	5.0		III-A
1480	XEAR	Monterrey, N. L.	Jesus D. Gonzalez	1.0-D 0.5-N		III-B
	XEFO	Poza Rica, Ver.		5.0-D 0.5-N		III-B
1490	XEAQ	Agua Prieta, Son.	Manuel Rodriguez	0.25		IV
	XECH	Toluca, Mex.	Rodolfo Llamas	0.25		IV
	XECV	Guasave, Sin.		0.25		IV
	XECW	Veracruz, Ver.		0.1		IV
	XEDR	Guaymas, Son.	Sucrs. de Modesto Ortega.	0.5-D 0.25-N		IV
	XEFF	Matehuala, S. L. P.		0.25		IV
	XEGT	Zamora, Mich.	Radio Zamora S. de R. L.	0.25		IV
	XEOB	Torreon, Coah.		0.25		IV
	XEJR	Hidalgo del Parral, Chih.		0.1		IV
	XEMH	Merida, Yuc.	Alvaro Barquet Y.	0.25		IV
	XERA	Chihuahua, Chih.	Red Nacional Radiomisora S. A.	0.25		IV
	XERO	Aguascalientes, Ags.	Radio Hidrotermopolitana	0.25		IV
	XEWG	Ciudad Juarez, Chih.	Carlos Mendez	0.25		IV
	XEXU	Saltillo, Coah.		0.1		IV
1500	XERH	Mexico, D. F.	"A. R. S. E." S. A.	5.0-D 0.5-N		II
1520	XEDB	Tehuacan, Pue.		0.25		II
	XEHT	Huamantla, Tlax	Alf. Macias y Mario Pardo S.	0.25-D		II
	XEJX	Queretaro, Qro.	Radio Emisora Queretana	0.25-D		II
1540	XENC	Celaya, Gto.	El Heraldo del Bajio	0.25		II
	XEQN	Hermosillo, Son.		5.0		II
1550	XEBG	Tijuana, B. C.	Octavio B. Lelevir	1.0		II
	XEXO	Nuevo Laredo, N. L.		50.0	DA-N	I-B
1560	XEDC	Aguascalientes, Ags.		0.25		II
	XEDD	Monterrey, N. L.		0.5-D		II
	XERX	Salamanca, Gto.	Ernesto Bravo Vargas	0.5-D		III-B
1570	XEDI	Queretaro, Que.		1.0-D		II
	XERF	Villa Acuna, Coah.	Cia. Radiodif. de Coahuila S. A.	150.0		I-A
1580	XEDM	Hermosillo, Son.		50.0		II
1590	XEKT	Tecate, B. C.		1.0-D		III
	XEMC	Mexico, D. F.	Dol. G. Estrada de Ferreiro	5.0		III-A
	XENS	Nogales, Son.		5.0		III-A
1600	XEAE	Villa Acuna, Coah.		5.0		III-A
	XEDO	Acapulco, Gro.		0.5		III-B
	XELC	La Piedad, Mich.	Heriberto Guizar Castro	5.0-D 1.9-D		III-A

FREQUENCY ALLOCATIONS FOR EUROPEAN BROADCASTING STATIONS

[As agreed upon by European Broadcasting Convention at Copenhagen and now in effect. Nations not signing pact: United States (occupying power in Germany), Austria, Spain, Sweden, Turkey, Egypt, Syria and Iceland. Most nations had reservations based on unsatisfactory frequencies for individual operations. Many stations are not operating on their assigned channels, according to monitoring reports].

LONG WAVES (150 to 285 kc)

Station	Frequency kc	Power kw
Tromso (Norway)	155	10
Brasov (Rumania)		150
Allouis (France)	164	450
Moscow I (USSR)	173	500
Reykjavik (Iceland)	182	100
Lulea (Sweden)		10
Ankara (Turkey)		120
Motala (Sweden)	191	200
Droitwich (G. B.) (or Ottringham)	200	400
Kiev I, Ukraine (USSR)	209	150
Oslo (Norway)	218	200
Warsaw I (Poland)	227	200
Leningrad I (USSR)	236	100
Kalundborg (Denmark)	245	150
Lahti (Finland)	254	200
Moscow II (USSR)	263	150
Ceskoslovensko (Czechoslovakia)	272	200
Minsk (USSR)	281	100

INTERMEDIATE

(415-490 kc and 510-525 kc)

Station	Frequency kc	Power kw
Ostersund (Sweden)[1]	420	10
Oulu (Finland)[2]	433	10
Hamar (Norway)[3]	520	1

MEDIUM WAVES

(525 to 1605 kc)

Station	Frequency kc	Power kw
Beromunster (Switzerland)	529	150
Budapest I (Hungary)	539	135
Oukhta, Finno-Carelia (USSR)	548	20
Simferopol, Russia (USSR)		100
Cairo II (Egypt)	557	20
Helsinki (Finland)[4]		100
Monte Ceneri (Switzerland)		50
Athlone I (Ireland)	566	100
Catania (Italy)		5
Palermo (Italy)		10
Riga, Latvia (USSR)	575	100
Vienna I (Austria)	584	120
Sofia II (Bulgaria)[5]	593	60
Sundsvall (Sweden)[6]		150
Lyon (France)	602	150
Eidar (Iceland)	611	5
Rabat I (Morocco)		120
Petrozavodsk, Finno-Carelia (USSR)		100
Sarajevo (Yugoslavia)		60
Brussels I (Belgium)	620	150
Moalatya (Turkey)		50
Vigra (Norway)	629	100
Tunis II (Tunisia)[7]		120
Prague I (Czechoslovakia)	638	150
Burghead (Great Britain)	647	15
Droitwich (Great Britain)		120
Stagshaw (Great Britain)		15
Westerglen (Great Britain)		15
Kharkov, Ukraine (USSR)		100
Bolzano (Italy)	656	20
Florence I (Italy)		80
Naples I (Italy)		80
Turin I (Italy)		45
Murmansk, Russia (USSR)		150
Vilnus, Lithuania (USSR)	665	100
Marseilles (France)	674	100
Bodo (Norway)		10
Rostov-on-Don, Russia (USSR)		100
Belgrade I (Yugoslavia)	683	150
Nicosia (Cyprus)	692	10
Moorside Edge (Great Britain)		150
Banska-Bystrica (Czechoslovakia)	701	100
Czechoslovakia sync. network		5
Rabat II (Morocco)		120
Finnmark (Norway)		20
Limoges (France)	710	150
Stalino, Ukraine (USSR)		150
Lisbon (Portugal)	719	120
Damascus I (Syria)		50
Athens (Greece)	728	100
Akureyri (Iceland)	737	1
Jerusalem I (Palestine)		20
Gliwice (Poland)		50
Seville (Spain)		50
Hilversum I (Netherlands)	746	120
Kuopio (Finland)	755	20
Lisbon (Portugal)		50
Timisoara (Rumania)[8]		50
Sottens (Switzerland)	764	150
Cairo I (Egypt)	773	50
Stockholm (Sweden)[9]		150
Kiev II, Ukraine (USSR)	782	100
Soviet troops in Germany		70
Rennes (France)	791	150
Salonika (Greece)		50
Leningrad II, Russia (USSR)	800	100
Burghead (Great Britain)	809	100
Dundee (Great Britain)		5

Station	Frequency kc	Power kw
Redmoss (Great Britain)		20
Westerglen (Great Britain)		100
Skopje (Yugoslavia)		135
Poznan (Poland)	818	100
Sofia I (Bulgaria)	827	100
Nancy (France)	836	150
Beirut I (Lebanon)		20
Rome I (Italy)	845	150
Bucharest (Rumania)	854	150
Paris I (France)	863	150
Moscow III, Russia (USSR)	872	150
Aberystwyth (Great Britain)	881	5
Penmon (Great Britain)		20
Washford (Great Britain)[10]		150
Wrexham (Great Britain)		5
Cetinge (Yugoslavia)		20
Algiers I (Algeria)[11]	890	100
Bergen (Norway)		20
Kristiansand (Norway)		20
Trondheim (Norway)		20
Dniepropetrovsk, Ukraine (USSR)		20
Milan I (Italy)	899	150
London (Great Britain)	908	150
Ljubljana (Yugoslavia)	917	135
Brussels II (Belgium)	926	150
Lwow, Ukraine (USSR)	935	100
Toulouse (France)	944	100
Voronezh, Russia (USSR)		20
Morava (Czechoslovakia)	953	150
Turku (Finland)[12]	962	100
Tunis I (Tunisia)[13]		120
British Zone (Germany)	971	70
Izmir (Turkey)		50
Kalinin, Russia (USSR)		20
Smolensk, Russia (USSR)		20
Algiers II (Algeria)[14]	980	100
Goteborg (Sweden)[15]		150
Rovaniemi (Finland)	939	10
American Zone (Germany)		70
Beirut II (Lebanon)		20
Kishinev, Moldavia (USSR)	998	100
Hilversum II (Netherlands)	1,007	120
Aleppo I (Syria)		20
Istanbul (Turkey)	1,016	150
Graz-Dobl (Austria)	1,025	100
Jerusalem II (Palestine)		20
Turin II (Italy)	1,034	10
Lisbon (Portugal)		40
Tallinn, Estonia (USSR)		100
USSR Zone (Germany)	1,043	70
Kalamata (Greece)		5
Agadir I (Morocco)		20
Marrakesh (Morocco)		20
Ujda I (Morocco)		20
Hartland Point (Great Britain)	1,052	10
Start Point (Great Britain)[16]		150
Tripoli (Libya)[17]		50
Jassi (Rumania)		10
Focsani (Rumania)		5
Eastern Denmark	1,061	60
Cagliari (Italy)		10
Lisbon (Portugal)		15
Paris II (France)	1,070	100
Krasnodar, Russia (USSR)		20
Breslau (Poland)	1,079	50
Korca (Albania)	1,088	10
Shkodra (Albania)		10

XUM

Station	Frequency kc	Power kw
Droitwich (Great Britain)		150
Norwich (Great Britain)		20
Bratislava (Czechoslovakia)	1,097	150
Czechoslovakia sync. network		5
Moghilev, Byelorussia (USSR)	1,106	100
Bari I (Italy)	1,115	50
Bologna I (Italy)		50
S. Remo (Italy)		5
Norwegian sync. network		5
Brussels III (Belgium)	1,124	20
Varna (Bulgaria)		5
Viborg, Russia (USSR)		20
Zagreb (Yugoslavia)	1,133	135
Constantine I (Algeria)	1,142	20
Oran I (Algeria)		40
Kaliningrad, Russia (USSR)		20
Carlisle (Great Britain)	1,151	5
Lisnagarvey (Great Britain)		100
Londonderry (Great Britain)		5
Stagshaw (Great Britain)		100
Baia Mare (Rumania)		5
Clug (Rumania)		20
Oradea (Rumania)		5
Strasbourg I (France)	1,160	150
Odessa, Ukraine (USSR)	1,169	150
Horby (Sweden)	1,178	100
Budapest II (Hungary)	1,187	135
French Zone (Germany)	1,196	70
Kerkyra (Greece)		15
Agadir II (Morocco)		20
Marrakesh II (Morocco)		20
Ujda II (Morocco)		20
Bordeaux (France)	1,205	100
Haifa (Palestine)		5
Lublin (Poland)		10
Ayr (Great Britain)	1,214	5
London (Great Britain)		60
Burghead (Great Britain)		20
Dundee (Great Britain)		5
Lisnagarvey (Great Britain)		10
Londonderry (Great Britain)		1
Moorside Edge (Great Britain)		58
Plymouth (Great Britain)		2
Redmoss (Great Britain)		2
Redruth (Great Britain)		2
Stagshaw (Great Britain)		10
Westerglen (Great Britain)		50
British troops in Germany		70
Azores (Portugal)		2
Kursk, Russia (USSR)		20
Stra Zagora (Bulgaria)	1,223	20
Barcelona (Spain)		20
Falun (Sweden)		100
Budejovice (Czechoslovakia)	1,232	5
Cechy-Zapad (Czechoslovakia)		25
Morava-Vychod (Czechoslovakia)		25
Prague II (Czechoslovakia)		100
Vaasa (Finland)	1,241	50
Bayonne (France)		20
Clermont-Ferrand (France)		20
Corse (France)		10
Grenoble (France)		20
Le Havre (France)		20
Montbeliard (France)		20
Nice (France)		20
Quimper (France)		20
Tiraspol, Moldavia (USSR)		20
Lower Egypt	1,250	5
Nyiregyhaza (Hungary)		10
Zalaegerzeg (Hungary)[18]		20
Athlone II (Ireland)		50
Stettin (Poland)	1,259	100
Belgrade II (Yugoslavia)	1,268	135
Lille (France)	1,277	150
Kosice (Czechoslovakia)	1,286	100
Radio Catolica (Portugal)		20
Ottringham (Great Britain)	1,295	150
Constantine II (Algeria)	1,304	20
Oran II (Algeria)		40
Danzig (Poland)		50
Stavanger (Norway)	1,313	100
Ouchgorod, Ukraine (USSR)	1,322	100
Genoa I (Italy)	1,331	50
Messina (Italy)		25
Pescara (Italy)		25
Rome II (Italy)		50
Venice (Italy)		25
Alexandria (Egypt)	1,340	5
Crowborough or Stagshaw (Great Britain)		150
Budapest (Hungary)		5
Magyarovar (Hungary)		5
Miskolc (Hungary)		5
Pecs (Hungary)		5
Corse (France)	1,349	10
Marseilles (France)		50
Nantes (France)		10
Toulouse (France)		50
Kuldiga, Latvia (USSR)		20
Madona, Latvia (USSR)		20
Tirana I (Albania)	1,358	100
Thornshavn (Faroe Islands)	1,367	5
Caltanissetta (Italy)		25
Torun (Poland)		24
Oporto (Portugal)		5
Strasbourg II (France)	1,376	150
Madrid I (Spain)	1,385	100
Kaunas, Lithuania (USSR)		150
Dornbirn (Austria)	1,394	5
Graz (Austria)		15
Innsbruck (Austria)		5
Linz (Austria)		5
Rhodes (Greece)		5
Swedish sync. network		20
Bayonne (France)	1,403	20
Lille (France)		20
Paris (France)		10
Quimper (France)		20
Montpellier (France)		10
Nice (France)		20
French troops in Germany		25
Komotini (Greece)		5
Baranovichi, Byelorussia (USSR)		20
Banja Luka (Yugoslavia)	1,412	20
Bitolja (Yugoslavia)		20
Maribor (Yugoslavia)		20
Pristina (Yugoslavia)		20
Rijeka (Yugoslavia)		20
Split (Yugoslavia)		60
Sarrebrucken (Germany: French Zone)	1,421	20
Sfax I (Tunisia)		5
Chernigov, Ukraine (USSR)		
Argyrokastro (Albania)	1,430	5
Western Denmark		70
Copenhagen (Denmark)		10
Madrid II (Spain)		50
Luxembourg	1,439	150
Ancona (Italy)	1,448	25
Florence II (Italy)		3
Genoa II (Italy)		5
Milan II (Italy)		50
Naples II (Italy)		5
Venice II (Italy)		5
Portuguese sync. network		20
Swedish sync. network		20
Bartley (Great Britain)	1,457	60
Clevedon (Great Britain)		60
Craiova (Rumania)		20
Monte-Carlo (Monaco)	1,466	120
Norwegian sync. network		2
Vienna II (Austria)	1,475	30
Salzburg (Austria)		20
Klagenfurt (Austria)		20
International common frequency*	1,484	
French sync. network	1,493	60
Gomel, Byelorussia (USSR)		20
Cracow (Poland)	1,502	50
Warsaw II (Poland)		10
Zaragoza (Spain)		50
Brussels IV (Belgium)	1,511	20
Chania (Greece)		5
Jihlava (Czechoslovakia)	1,520	5
Ostrava (Czechoslovakia)		30
Pilzen (Czechoslovakia)		30
Corunna (Spain)		20
Funchal (Madeira Is.)	1,529	1
Swedish sync. network		20
Vatican City		100
French Zone (Germany)	1,538	70
Spanish sync. network		5
British sync. network †	1,546	
Vinnitza, Ukraine (USSR)		5
Germany: U. S. Forces	1,554	70
Nice (France)		75
Turi, Estonia (USSR)		20
Portuguese sync. network	1,562	5
Swedish sync. network		20
Swiss sync. network		5
USSR Zone (Germany)	1,570	70
Spanish sync. network		5
Sfax II (Tunisia)		5
Italian sync. network	1,578	10
Fredrikstad (Norway)		10
British Zone (Germany)	1,586	70
Spanish sync. network		5
International common frequency‡	1,594	
U. S. Zone (Germany)	1,602	70
Norwegian sync. network		2
Portuguese sync. network		5

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[1] DA protecting S.W.

[2] DA protecting S.W.

[3] DA protecting S.

[4] DA protecting Switzerland.

[5] DA. Apparent power towards Sweden 10 kw.

[6] DA. Apparent power towards Bulgaria 20 kw.

[7] DA protecting Norway.

[8] Power to be reduced to 20 kw if DA protecting Portugal is not used.

[9] DA. Apparent power towards Egypt 20 kw.

[10] DA. Apparent power towards Yugoslavia 150 kw.

[11] DA protecting Norway.

[12] DA protecting Tunisia.

[13] DA protecting Finland.

[14] DA protecting Sweden.

[15] DA protecting Algeria.

[16] DA protecting Libya.

[17] DA protecting Great Britain.

[18] DA protecting Ireland.

* Shared by: Albania, Austria, Belgium, Cyprus, Czechoslovakia, Denmark, Finland, France, Germany, British Zone, Gibraltar, Great Britain, Greece, Hungary, Ireland, Italy, Lithuania, Malta, Morocco, Norway, Poland, Portugal, Rumania, Russia, San Marino, Spain, Syria, Trieste, Tripoli, Tunisia, Ukraine, and Yugoslavia. Vatican City is permitted to use this frequency with a power of 5 kw until receivers covering 1,529 kc are more generally in use.

† Belfast (5kw); Bournemouth (2); Brighton (5); Bristol (2); Cardiff (2); Dundee (2); Edinburgh (5); Exeter (5); Fareham (2); Glasgow (5); Hull (5); Leeds (5); Liverpool (5); London (20); Manchester (2); Middlesborough (2); Newcastle-on-Tyne (5); Plymouth (5); Preston (2); Redmoss (2); Redruth (2); Sheffield (2).

‡ Shared by: Andorra; Austria; Belgium; Bulgaria; Cyrenaica; Czechoslovakia; Denmark; Finland; France; Great Britain; Greece; Ireland; Latvia; Madeira Is.; Morocco (Tangier); Norway; Netherlands; Poland; Portugal; Spain; Switzerland; Syria; Trieste; Yugoslavia.

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Compere, Thomas H., NBC, Merchandise Mart, Chicago.

Conrad, Edwin, Gay Bldg., Madison, Wis.

Courtney, Jeremiah, 1707 H St., N. W., Washington.

Cowgill, Harold G., 816 Connecticut Ave., Washington.

Cragun, John W., 744 Jackson Place, Washington.

Cressy, Warren F., Cressy, Bartram, Melvin & Sherwood, 300 Main St., Stamford, Conn.

Crook, Omar L., Shoreham Bldg., Washington.

D

Daly, Harry J., Metropolitan Bank Bldg., Washington.

David, Alan B., Bond Bldg., Washington.

(Continued on page 470)

FCB Members

(Continued from page 469)

Davis, John Morgan, 1332 Lincoln Liberty Bldg., Philadelphia.
Davis, Kenneth C., Paulsen Bldg., Spokane, Wash.
Davis, Philip R., 1 North LaSalle St., Chicago.
Dechert, Philip, Tioga & C Sts., Philadelphia
Dempsey, William J., 815 - 15th St., N. W., Washington.
Denslow, L. Alton, Washington Bldg., Washington.
Diamond, Milton, Poletti, Diamond, Freidin & Mackay, 598 Madison Ave., New York.
Dixon, James A., First National Bldg., Miami.
Dowd, Thomas N., Pierson & Ball, Ring Bldg., Washington.
Drain, Dale D., 1422 F St., N.W., Washington.
Driscoll, Hugh D., 4730 Burnet Ave., Sherman Oaks, Calif.
Dunbar, Frank C., 3230 A. I. U. Bldg., Columbus, Ohio.
Duvall, Charles F., 902 Warner Bldg., Washington.

E

Eagan, R. Russell, World Center Bldg., 16th & K Sts., N. W., Washington.
Eggmann, Horace J., Metropolitan Bldg., East St. Louis, Ill.
Egolf, Wllard D., 3320 Brookside Dr. Chevy Chase, Md.
Emerson, Walter L., 20 N. Wacker Drive, Chicago.
Emison, John Rabb, 500 Oliphant Bldg., Vincennes, Ind.
Esterhai, John L., 8423 Pembrook Rd., Philadelphia.
Estes, Robert M., 701 Myrtle St., Syracuse, N. Y.
Etherton, Seddon L., Michigan Bank Bldg., Detroit.

F

Fanelli, Joseph A., 729 15th St., N. W., Washington.
Farris, Frank M., Jr., 424 Third National Bank Bldg., Nashville, Tenn.
Fay, Wm. L., 333 W. State St., Jacksonville, Ill.
Feen, A. Fearley, 119 So. Winooski Ave., Burlington, Vt.
Fischer, Henry G., 1728 Massachusetts Ave., N. W., Washington.
Fisher, Ben S., Warner Bldg., Washington.
Flanagan, Frank A., 1319 F Street, N. W., Washington.
Fletcher, Frank U., Munsey Bldg., Washington.
Fly, James Lawrence, 30 Rockefeller Plaza, New York.
Foote, Edward A., c/o Great Lakes Carbon Corp., Bowen Bldg., 815 - 15th St., N. W., Washington.
Ford, Aaron L., Munsey Bldg., Washington.
Fortas, Abe, 1200 - 18th St., N. W., Washington.
Freehill, Joseph H., 1625 K St., N. W., Washington.
Freret, Julian P., 2 Accotink Road, Alexandria, Va.
Fullerton, Hugh T., Commonwealth Bldg., Washington.

G

Galane, Morton R., DeSales Bldg., Washington.
Gallagher, Edward, Investment Bldg., Washington.
Gallagher, James E., Jr., 1222 Real Estate Trust Bldg., Philadelphia.
Gardner, Addison L., Jr., 231 South La Salle St., Chicago.
Gassaway, William G., Chesapeake and Potomac Telephone Company, 725 13th St., N. W., Washington.
George, Arthur T., 140 New Montgomery St., San Francisco.
George, Carl E., Hotel Statler, Cleveland, Ohio.
Gepson, John M., American Telephone & Telegraph Co., 195 Broadway, New York.
Gerber, Gustave A., 120 W. 42nd St., New York.
Gibbons, John F., 67 Broad St., New York.
Goldfarb, Aaron, City National Bank Bldg., Houston, Texas.
Goldstein, David, Electric Bldg., Asbury Park, N. J.
Golub, William W., Shearman & Sterling & Wright, 20 Exchange Place, New York.
Goodman, E. M., 1404 West Wisconsin Ave., Stratford Hotel Bldg., Milwaukee, Wis.
Goodrich, Pierre F., Electric Bldg., Indianapolis, Ind.
Goodsitt, Sol T., 1131 W. State St., Milwaukee, Wis.
Goodwin, Bernard, 1501 Broadway, New York.
Granik, Theodore, 1627 K St., N. W., Washington.
Greeley, James E., Cahill, Gordon, Zachry & Reindel, Wire Bldg., Washington.
Green, Harry, 26 - 13th Ave., Newark, N. J.
Griffith, Kelly E., World Center Bldg., 16th & K Sts., N. W., Washington.
Guider, John W., "Adair", Littleton, N. H.

H

Haley, Andrew G., Duryea Bldg., 1101 Connecticut Ave., Washington.
Hall, Charles M., 305 Broadway, New York.
Hallen, Billie, 1280 Humbolt, Denver, Col.
Hamlyn, John J., Counsel, McClatchy Broadcasting Co., Sacramento, Calif.
Hand, Frank B., Jr., Transportation Bldg., Washington.
Hannon, William A., 21 W. 10th St., Kansas City, Mo.
Harry, Laurence W., 574 Hargrave St., Inglewood, Calif.
Harter, Dow W., Washington Bldg., Washington.
Hartman, John A., Jr., 67 Broad St., New York.
Hausman, Howard A., 485 Madison Ave., New York.
Hawkins, Howard R., RCA Communications, Inc., 66 Broad St., New York.
Hawley, Edmund S., 195 Broadway, New York.
Hayes, John C., Munsey Bldg., Washington.
Hayes, Raymond Kyle, Hayes & Hayes, 309 Ninth St., North Wilkesboro, N. C.
Heald, Robert L., Ericson Bldg., 710 14th St., N. W., Washington.
Hearne, John P., 1000 N. Cahuenga Blvd., Hollywood, Calif.
Hennessey, Philip J., 816 Connecticut Ave., Washington.
Herman, A. M., Electric Bldg., Fort Worth, Tex.
Herriott, Irving, 120 South LaSalle St., Chicago.
Hilmer, Lucien, 204 Commonwealth Bldg., Washington.
Hilton, Henry M., 134 N. LaSalle St., Chicago.
Hirschman, Max A., 3546 - 6th St., N. W., Washington.
Hodson, Robert E., Ring Bldg., Washington.
Hogan, Robert G., Stangenwald Bldg., Honolulu, T. H.
Howard, Benjamin C., 1845 Mathieson Bldg., Baltimore, Md.
Hurt, Willson, 1275 Pontiac St., Denver, Col.
Hysmith, Logan Earl, 201½ E. Choctaw, McAlester, Okla.

I

Irwin, Ellis C., 914 Richards Bldg., New Orleans, La.
Irwin, Robert L., Munsey Bldg., Washington.

J

Jacobs, Carl M., Union Central Bldg., Cincinnati, Ohio.
Jacobs, Samuel, 75 State St., Albany, N. Y.
Jacobus, Gilbert C., 3801 N. 23rd St., Arlington, Va.
James, W. Ervin, 17 Molton St., Montgomery, Ala.
Jameson, Guilford, Walker Bldg., 734 15th St., N. W., Washington.
Jansky, Maurice M., American Bldg., 1317 F St., N. W., Washington.
Jennes, Ernest W., Covington & Burling, 701 Union Trust Bldg., Washington.
Johnston, Everett D., Roberts and McInnis, DeSales Bldg., Washington.
Jones, Clifford A., Friedman Bldg., Las Vegas, Nev.
Jorgensen, Norman E., Wyatt Bldg., 777 14th St., N. W., Washington.

K

Kahn, Alexander, 175 East Broadway, New York.
Karp, Joseph D., 321 W. 44th St., New York.
Kaye, Sydney M., Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York.
Keller, Joseph E., Munsey Bldg., Washington.
Kendall, John C., 1200 Cascade Bldg., Portland, Ore.
Kenehan, Edward F., RCA Victor Div., Camden, N. J.
Kellough, Robert W., 524 McBirney Bldg., Tulsa, Okla.
Kennedy, James A., 67 Broad St., New York.
King, H. G. B., 719 Chattanooga Bank Bldg., Chattanooga, Tenn.
Knowles, Miles H., 1029 Vermont Ave., N. W., Washington.
Kopietz, Frank M., 1326 National Bank Bldg., Detroit.
Koplovitz, William C., 815 - 15th St., N. W., Washington.
Koteen, Bernard, Cohn & Marks, 1420 New York Ave., N. W., Washington.
Kramer, Milton, 1625 K St., N. W., Washington.
Krieger, Seymour, Wyatt Bldg., 777 14th St., N. W., Washington.
Kurrie, Thompson, 622 State Life Bldg., Indianapolis, Ind.

L

LaBrum, Harry J., 1507 Packard Bldg., Philadelphia, Pa.
Ladner, Henry, c/o Ballantine Laboratories, Inc., Boonton, N. J.
Lamb, Edward, Edison Bldg., Toledo, Ohio.
Landa, Alfons B., 815 - 15th St., N. W., Washington.
Lavine, Richard A., Guarantee Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
Landon, S. Whitney, 32 - 6th Ave., New York.
Lawton, Samuel T., 7 S. Dearborn St., Chicago.
Leahy, William E., Bowen Bldg., Washington.
Leonard, Donald S., Commissioner, Michigan State Police, East Lansing, Mich.
Letterman, John B., 710 14th St., N. W., Washington.
Levine, J. L., 518 Volunteer Bldg., Chattanooga, Tenn.
Levinson, Louis, 14 Overhill Road, Cynwyd, Pa.
Levy, Isaac D., 1622 Chestnut St., Philadelphia.
Lewis, Ralph E., 650 S. Spring St., Los Angeles.
Lipkin, Max J., 1140 Jefferson Bldg., Peoria, Ill.
Littell, Norman M., 1422 F St., N. W., Washington.
Littlepage, James H., Littlepage & Littlepage, Investment Bldg., Washington.
Littlepage, John M., Investment Bldg., Washington.
Littlepage, Thomas P. Jr., Investment Bldg., Washington.
Lockwood, Corwin R. Jr., Colorado Bldg., Washington.
Lohnes, Horace L., Munsey Bldg., Washington.
Loucks, Philip G., American Bldg., 1317 F St., N. W., Washington.
Lovett, Eliot C., 729 - 15th St., N. W., Washington.
Lynch, Paul B., NBC, 30 Rockefeller Plaza, New York.

M

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McCauley, Raymond F., 959 - 8th Ave., New York.
McConnell, John D., Village Court Bldg., Pinehurst, N. C.
McCoy, John E., Fort Industry Company, 199 Pierce St., Birmingham, Mich.
McDonald, Joseph A., ABC, 30 Rockefeller Plaza, New York City.
McDonough, Francis X., Munsey Bldg., Washington.
McDowell, C. Blake, First Central Tower, Akron, Ohio.
McDowell, James L., 201 Truxton Ave., Bakersfield, Cal.
McKenna, James A. Jr., Duryea Bldg., 1101 Connecticut Ave., Washington.
McLeod, W. J. Jr., Jefferies Blvd. & Washington St., Walterboro, S. C.
Margraf, Gustav B., NBC, New York.
Marks, Leonard H., Cohn & Marks, Cafritz Bldg., Washington.
Martin, Harlan W., 203½ E. Main St., Jackson, Tenn.
Mason, John A., International Bldg., 1319 F St., N. W., Washington.
Masters, Keith, 33 N. LaSalle St., Chicago.
Mather, E. Everett, Jr., 1835 Arch St., Philadelphia.
Matthews, Francis Patrick, 516 Insurance Bldg., Omaha, Neb.
May, Philip S., 1106 Lynch Bldg., Jacksonville, Fla.
May, Robert E., Shoreham Bldg., Washington.
Mayer, Henry, 19 W. 44th St., New York.
Meurer, Raymond J., 1800 Stroh Bldg., Detroit.
Meyer, Daniel W., 1776 Broadway, New York.
Meyers, Milton H., 182 Grand St., Waterbury, Conn.
Midlen, John, Munsey Bldg., Washington.
Miles, Clarence W., Mathieson Bldg., Baltimore.
Miller, John Roberts, Sullivan & Cromwell, 48 Wall St., New York.
Miller, Justin, 1771 N St., N. W., Washington.
Miller, Neville, Munsey Bldg., Washington.
Miller, Reed, 1200 - 18th St., N. W., Washington.
Miller, Samuel, Cohn & Marks, 1420 New York Ave., N. W., Washington.
Montgomery, Mervyn R., 302 Clifton Ave., Clifton, N. J.
Mooney, William E., Insurance Bldg., Omaha, Neb.
Morgan, Edward P., Welch, Mott & Morgan, 710 Fourteenth St., N. W., Washington.
Morgan, Gerald D., Washington Bldg., Washington.
Moser, J. G., Guarantee Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
Moser, John B., 360 N. Michigan Ave., Chicago.
Mott, Harold E., 710 - 14th St., N. W., Washington.
Munger, Alfred C., First National Bank Bldg., Omaha, Neb.
Murray, Thomas Joseph, Balboa Bldg., San Francisco.
Myse, Daryal A., 822 Connecticut Ave., N. W., Washington.

N

Neu, James H., 117 West Garro St., Plymouth, Ind.
Newton, Blake T. Jr., 725 - 13th St., N. W., Washington.
Niner, Isidor, 366 Madison Ave., New York.
North, Ernest E., American Telephone & Telegraph Co., 32 Avenue of the Americas, New York.
Norris, George Jr., ABC, 30 Rockefeller Plaza, New York.

O

O'Brien, Seymour, Mathieson Bldg., Baltimore.
O'Bryan, Paul A., Dow, Lohnes & Albertson, Munsey Bldg., Washington.
O'Callaghan, Robert Dennis, National Bank of Commerce Bldg., San Antonio, Tex.
O'Hare, Richard C., Investment Bldg., Washington.
Ockershausen, Harry J., Dempsey & Loplowitz, Bowen Bldg., Washington.
Oppenheimer, Monroe, Woodward Bldg., Washington.

P

Pantzer, Kurt F., Merchants Bank Bldg., Indianapolis, Ind.
Panzer, Irving R. M., Dupont Circle Bldg., Washington.
Patrick, Duke M., Colorado Bldg., Washington.
Pepper, Vincent A., 710 14th St., N. W., Washington.
Petty, Don E., McClean & Petty, 650 South Spring St., Los Angeles.
Peycke, Tracy J., Telephone Bldg., Omaha, Neb.
Pierson, W. Theodore, Ring Bldg., Washington.
Pilafian, James, 706 Biscayne Bldg., 19 West Flagler St., Miami.
Pischke, Vail W., 724 Ninth St., N. W., Washington.
Plock, Richard H., Tama Bldg., Burlington, Iowa.
Plotkin, Harry M., 1200 - 18th St., N. W., Washington.
Porter, Paul A., 6001 Broad Branch Road, N. W., Washington.
Porter, William A., Tower Bldg., Washington.
Posner, Gene, 710 North Plankenton Ave., Milwaukee, Wis.
Powell, Garland W., WRUF, Gainesville, Fla.
Price, T. Brooke, 195 Broadway, New York.
Prince, D. F., Prince, Taylor & Crampton, 815 - 15th St., N. W., Washington.

Q

Quigley, Frank, 195 Broadway, New York.
Quinones, Jose Ramon, WAPA, 357 Ponce de Leon Avenue, San Juan, P.R.
Quinn, Frank B., 1415 Erie Bldg., Erie, Pa.
Quisenberry, John T., American Telephone & Telegraph Co., 195 Broadway, New York.

R

Randolph, John Peyton, 7413 New P. O. Bldg., Box 684, Washington.
Ray, John H., 195 Broadway, New York.
Ream, Joseph H., 485 Madison Ave., New York.

Reams, Frazier, 303 Bell Bldg., Toledo, Ohio.
Redmond, William P., 610 South Broadway, Los Angeles.
Reilly, John F., 5611 Chesterbrook Rd., Washington.
Rennekamp, Kenneth E., 513 Berger Bldg., Pittsburgh.
Rhyme, Charles S., 730 Jackson Place, N. W., Washington.
Richman, Milton, 1 Salem St., Malden, Mass.
Rizzolo, Victor A., 17 William St., Newark, N. J.
Roberson, Frank, Munsey Bldg., Washington.
Roberts, Glenn D., 110 E. Main St., Madison, Wis.
Roberts, William A., 1741 DeSales St., Washington.
Robinson, C. Ray, Robinson-Montgomery Bldg., Merced, Calif.
Rollo, Reed T., World Center Bldg., 16th & K Sts., N. W., Washington.
Ronon, Gerald, Real Estate Trust Bldg., Philadelphia.
Rorer, Dwight E., 530, Washington Bldg., Washington.
Rosen, Leo, Greenbaum, Wolff & Ernst, 295 Madison Ave., New York.
Rosenbaum, Samuel R., 1828, Land Title Bldg., Philadelphia 10.
Rosenman, Samuel I., 575 Madison Ave., New York.
Rowell, Russell, Spearman & Roberson, 1022 Munsey Bldg., Washington.
Russell, Percy H. Jr., World Center Bldg., 16th & K Sts., N. W., Washington.
Ryan, William, 122 W. Washington Ave., Madison, Wis.

S

St. Clair, Orla, 130 Montgomery St., San Francisco.
Sakowitz, Theodore J., Seybold Bldg., Miami.
Salant, Richard S., Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York.
Salsbury, Franklin C., 1025 Connecticut Ave., N. W., Washington.
Sarpy, Leon, Chaffe, McCall, Bruns, Toler & Phillips, Whitney Bldg., New Orleans.
Scallen, Thomas K., Northwestern Bank Bldg., Minneapolis, Minn.
Schapira, Maurice, 17 Academy St., Newark, N. J.
Scharfeld, Arthur W., National Press Bldg., Washington.
Schindler, C. E., Kenyon Bldg., Louisville, Ky.
Schoemer, John R., 220 E. 42nd St., New York.
Schroeder, Arthur H., Munsey Bldg., Washington.
Seaks, Robert G., Southern Bldg., Washington.
Seay, Temple W., Munsey Bldg., Washington.
Segal, Paul M., 816 Connecticut Ave., N. W., Washington.
Seward, P. W., Warner Bldg., Washington.
Shannon, Charles V., Shoreham Bldg., Washington.
Shaw, Roscoe L., Telephone Bldg., St. Louis, Mo.
Shipley, Carl L., National Press Bldg., Washington.
Shuebruck, Peter, 30 Rockefeller Plaza, New York.
Simon, Morton J., Morris Bldg., Philadelphia.
Sims, William P. Jr., Munsey Bldg., Washington.
Sirica, John J., Hogan & Hartson, Colorado Bldg., Washington.
Slaughter, Harrison T., King Bldg., Washington.
Smith, Andrew A., Volunteer Bldg., Atlanta, Ga.
Smith, Bernard B., 551 - 5th Ave., New York.
Smith, George S., 816 Connecticut Ave., Washington.
Smith, Karl A., Colorado Bldg., Washington.
Smith, Samuel Burrows, Lippincott & Smith, 24 California St., San Francisco.
Smith, Quayle B., Segal, Smith & Hennessey, 816 Conn. Ave., N. W., Washington.
Smith, William Montgomery, Union Trust Bldg., Washington.
Smith, William Montgomery, Union Bldg., Washington.
Socolow, A. Walter, 580 - 5th Ave., New York.
Southmayd, John P., Warner Bldg., c/o Fisher & Wayland, Washington.
Sovik, Laurence, University Bldg., Syracuse, N. Y.
Spawn, Coy U. Jr., Bankers Mortgage Bldg., Houston, Tex.
Spearman, John C., Munsey Bldg., Washington.
Spearman, Paul D. P., Munsey Bldg., Washington.
Spears, Adrian A., Majestic Bldg., San Antonio, Tex.
Spiro, Jacob S., 51 Chambers St., New York.
Sprague, E. Stuart, 36 W. 44th St., New York.
Steen, J. W., 1625 K St., N. W., Washington.
Stein, Abe L., Warner Bldg., Washington.
Stollenwerck, Frank, National Press Bldg., Washington.
Stone, Warren M., Stone & Flick, Warren Bank & Trust Bldg., Warren, Pa.
Stout, Clair L., Dow, Lohnes & Albertson, Munsey Bldg., Washington.
Strauss, Samuel W., 300 Broadway, Camden, N. J.
Struck, William L., Harries Bldg., Dayton, Ohio.
Sullivan, Francis C., Alworth Bldg., Duluth, Minn.
Sutton, George O., National Press Bldg., Washington.
Swezey, Robert D., WDSU, Hotel Monteleone, New Orleans.

T

Tatum, Donn B., 6253 Hollywood Blvd., Los Angeles.
Taylor, Willis H. Jr., Pennie, Edmonds, Morton & Barrows, 247 Park Ave., New York.
Thompson, Charles E., 1411 Pennsylvania Ave., N. W., Washington.
Thomson, William, National Press Bldg., Washington.
Tolman, David E., 816 Connecticut Ave., N. W., Washington.
Torlow, Sherwood Jordon, 18 Tremont St., Boston.
Trendle, George W. Jr., National Bank Bldg., Detroit.
Tucker, John H., Commercial Bldg., Shreveport, La.
Tuhy, Stephen Jr., Albee Bldg., Washington.
Tumulty, Joseph P. Jr., 1317 F St., N. W., Washington.
Turner, George B., 15 Broad St., New York.
Tyler, Lyon L. Jr., Welch, Mott & Morgan, 710 - 14th St., N. W., Washington.
Tyler, Varro E., 109 South Ninth St., Nebraska City, Neb.

V

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Van Meter, William G., 730 Jackson Place, Washington.
Van Orsdel, Ralph, 314 Sonora Dr., San Mateo, Calif.

W

Walker, Henry B., Old National Bank Bldg., Evansville, Ind.
Walker, Ralph L., Ring Bldg., Washington.
Wall, Thomas H., Munsey Bldg., Washington.
Wallace, Harold E., 530 Judge Bldg., Salt Lake City, Utah.
Walton, Frederick H. Jr., Dempsey & Loplovitz, Bowen Bldg., Washington.
Warner, Harry P., 816 Connecticut Ave., Washington.
Wasilewski, Vincent T., NARTB, 1771 N St., N. W., Washington.
Wayland, Charles V., Warner Bldg., Washington.
Weaver, Henry B., Jr., Tower Bldg., Washington.
Weber, Arthur W., 455 Spitzer Bldg., Toledo, Ohio.
Webster, Bethuel M., 15 Broad St., New York.
Welch, Francis X., Munsey Bldg., Washington.
Welch, Vincent B., Ericson Bldg., 710 14th St., N. W., Washington.
Wheat, Carl I., Shoreham Bldg., Washington.
Wheeler, Edward K., 815 - 15th St., N. W., Washington.
Whissell, George B., 2305 Telephone Bldg., St. Louis.
Wilder, Gaston H. Jr., Goodhue Bldg., Beaumont, Tex.
Wilkinson, Ernest L., 744 Jackson Place, Washington.
Wilkinson, Glen A., 744 Jackson Place, Washington.
Wilkinson, Vernon L., Haley, McKenna & Wilkinson, 1101 Connecticut Ave., N. W., Washington.
Williams, A. Rea, Investment Bldg., Washington.
Willis, John W., 1728 Massachusetts Ave., N. W., Washington.
Wilner, Morton H., Woodward Bldg., Washington.
Wilson, James E., DeSales Bldg., Washington.
Wilson, Thomas W., Dow, Lohnes & Albertson, Munsey Bldg., Washington.
Winter, Harrison L., 10 Light St., Baltimore.
Wisehart, Harold H., Wisehart & Savage, Professional Bldg., Clinton, Ind.
Wittenberg, Ralph K., Hilp Bldg., Reno, Nev.
Wolff, Sanford I., Riskind & Wolff, 134 N. LaSalle St., Chicago.
Wood, Joseph G., Schortemeier, Eby & Wood, Circle Tower, Indianapolis, Ind.
Woods, Warren, Roberts & McGinnis, 1741 DeSales St., N. W., Washington.
Wozencraft, Frank H., Southern Bldg., Washington.
Wrape, James W., Sterick Bldg., Memphis, Tenn.
Wright, J. Warren, 5504 Grove St., Chevy Chase, Md.
Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

Y

Yates, Carlyle E., RCA, 30 Rockefeller Plaza, New York.
Young, Verne R., American Bldg., 1317 F St., N. W., Washington.
Younger, Donald, P. O. Drawer 1000, Santa Cruz, Calif.
Yourd, Kenneth L., CBS, 6121 Sunset Blvd., Los Angeles.

Z

Zagon, Samuel S., 6263 Hollywood Blvd., Los Angeles.
Zias, Joseph F., American Bldg., 1317 F St., N. W., Washington.

Gross Billings for 1951

ABC Gross Billings by Months

AM Gross Network Time Sales

Month	1951	1950
January	$ 3,132,359	$ 3,454,221
February	2,694,998	3,147,208
March	2,868,970	3,454,338
April	2,969,864	3,115,897
May	2,961,018	3,242,000
June	2,586,204	2,880,220
July	2,256,155	2,255,647
August	2,184,067	2,249,885
September	2,156,902	2,416,631
October	3,130,277	3,009,205
November	3,133,749	2,973,103
December*	3,167,619	2,926,270
TOTAL	$33,242,182	$35,124,625

* Estimated

By Product Classifications

Food and Food Products	9,565,175
Cigars, Cigarettes & Tobacco	4,409,670
Drugs & Toilet Goods	7,207,177
Religion	1,793,319
Radios, Ref., Electrical Appliances	1,610,149
Automobiles, Trucks & Acc.	1,370,132
Insurance and Personal Loans	1,334,040
Confections	1,307,015
Laundry Soap and Cleaners	1,228,515
Household Furnishings & Acc.	874,054
Beverages	840,117
Clothing & Dry Goods	499,875
Politicals	480,670
Lubricants, Petroleum Products & Fuel	239,161
Publications	222,405
Jewelry and Accessories	121,861
Miscellaneous	94,065
Transportation & Travel	44,782
TOTAL	33,242,182

By Advertisers

General Mills	4,612,376
Sterling Drug Co.	2,707,239
Swift & Co.	2,386,810
Philip Morris & Co.	2,231,345
P. Lorillard Co.	1,495,217
Philco Corp.	1,469,649
Serutan Inc.	1,188,740
Mars Inc.	944,366
Heinz	942,795
Equitable Life Insurance	923,771
Gospel Broadcasting Co.	789,544
Gillette Razor Co.	745,876
Procter & Gamble	731,846
R. J. Reynolds Tobacco Co.	683,107
General Foods	667,338
Blatz Brewing Co.	649,721
William R. Warner	611,260
Bristol Myers Co.	607,409
Jergens Co.	599,941
General Motors	502,079
Dr. Billy Graham	501,498
U. S. Army	480,670
Goodyear Tire & Rubber Co.	455,045
Seeman Bros.	428,313
Prudential Insurance Co.	410,269
Lever Bros.	386,202
Burton Dixie	377,568
Block Drug Co.	353,774
American Chicle Co.	338,027
Champion Spark Plug Co.	297,882
Kellogg Co.	270,356
Lee Co.	241,087
Voice of Prophecy Inc.	238,761
Texas Co.	237,786
Pan American Coffee Bureau	237,036
Miller Brewing Co.	185,819
American Bakeries	146,020
Carter Products	142,880
Peters Shoes	141,738
Ronson Art Metal Works	130,680
Ralston Purina	118,474
Christian Science Monitor	111,911
Pacific Coast Borax	110,466
Buick Motor Sales	107,282
Good News Back to the Bible	104,016
Lutheran Laymans League	99,770
Hazel Bishop	91,323
Norwich Pharmacal Co.	82,405
Sylvania	82,283
Ben Hur Products	69,102
Adam Hat Stores	56,920
Botany Mills	48,333
Graystone Corp.	44,692
North American Van	42,164
Club Aluminum Products Co.	41,924
Simon & Schuster	41,360
Shadow Wave	38,646
American Medical Assn.	36,837
Pontiac Division	34,000
Dulaney Co.	31,980
National Optic	29,364
M.J.B. Co.	28,755
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co.	24,620
First Methodist Church	22,740
Vitamin Corp. of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp.	17,416
Westinghouse	14,231
Stanley Home Town Choir	13,045
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,748
Book Assn.	8,054
Fisher Body Div. of G. M.	7,842
Sealy Mattress Co.	7,332
Homecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Co. of America	5,105
Lucky Lager Brewing Co.	4,576
Quality Bakers	3,460
Airways Inc.	2,618
Acousticon	1,554
McCall Frontenac Oil Co.	1,375
Arden Farms	700
California Teachers Assn.	340
F. Scully	320
TOTAL	33,242,182

By Agencies

Dancer-Fitzgerald-Sample	5,930,627
Cecil & Presbrey	2,585,120
J. Walter Thompson Co.	2,386,810
Maxon Inc.	1,713,293
Lennen & Mitchell	1,495,217
Hutchins Adv. Co.	1,469,649
Kudner Agency	1,310,036
Roy S. Durstine Inc.	1,271,024
Knox Reeves Adv. Inc.	1,008,044
Leo Burnett Co.	986,291
Warwick & Legler	923,771
Young & Rubicam	884,199
Kenyon & Eckhardt	881,616
R. H. Alber Co.	789,544
William Esty Co.	683,107
Tatham Laird Inc.	668,390
Kastor, Farrell, Chesley & Clifford	649,721
Robert W. Orr & Assoc.	599,941
Walter F. Bennett Co.	524,238
William H. Weintraub Co.	485,101
Grant Adv. Inc.	480,670
Calkins, Holden, Carlock, McClinton & Smith	410,269
N. W. Ayer & Son	386,202
Compton Adv. Inc.	384,803
Doherty, Clifford & Shenfield	384,602
Turner Adv. Agency	377,568
Grey Adv. Agency	371,767
Pedlar & Ryan	347,043
McManus, John & Adams	331,882
Western Adv. Agency	238,761
Federal Adv. Agency	237,036
Mathisson & Assoc.	185,819
Tucker Wayne & Co.	146,020
Huber, Hoge & Sons	144,183
Ted Bates & Co.	142,880
Henri, Hurst & McDonald	141,738
McCann-Erickson Inc.	129,273
J. M. Camp	121,988
Gardner Adv. Co.	118,474
Walton Butterfield Adv.	111,911
Gotham Adv. Co.	99,770
Milton Weintraub Adv. Agency	92,161

(Continued on page 473)

SERVICES RELATED TO THE BUSINESS OF BROADCASTING

ASSOCIATIONS AND COMMITTEES

ADVERTISING ASSOCIATION OF THE WEST—425 Bush St., San Francisco 8. Tel.: Garfield 1-6868. *Officers:* J. Neil Reagan, Hollywood, president; Chas. W. Collier, executive vice president; Lela M. Huey, executive secretary.

THE ADVERTISING COUNCIL INC.—25 W. 45th St., New York 19, N. Y. Tel.: LUxemburg 2-1520. *Officers:* Fairfax M. Cone, Foote, Cone & Belding, chairman; Lee H. Bristol, Louis N. Brockway, Philip L. Graham, vice chairmen; Frederic R. Gamble, secretary; Paul B. West, treasurer; Theodore S. Repplier, president; Allan M. Wilson, George P Ludlam, vice presidents; Maxwell Fox, public relations director; Gordon C. Kinney, radio director; Mrs. L. S. Schwartz, Chicago representative; Robert Coleson, Hollywood representative. Washington office: 1200 18th St., N.W. Tel.: STerling 9153. Chicago office: 203 North Wabash Ave. Tel.: RAndolph 6-1753. Hollywood office: 1680 N. Vine St. Tel.: GRanite 7166. San Francisco Office: 425 Bush St. Tel.: GArfield 1-6868.

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York 18. Tel.: Bryant 9-0430. *Officers:* Graham Patterson, chairman of the board; E. G. Borton, president.

AMERICAN ASSN. OF ADVERTISING AGENCIES—420 Lexington Ave., New York. Tel.: Lexington 2-7980. *Officers:* Louis N. Brockway, Young & Rubicam, chairman of the board; Frederic R. Gamble, president; John P. Cunningham, Cunningham & Walsh, vice chairman; Wilbur Van Sant, Van Sant, Dugdale & Co., secretary-treasurer; Frank G. Silvernail, BBDO, chairman, Committee on Radio & Television Broadcasting; Walter Craig, Benton & Bowles, chairman, Committee on Radio & Television Production; Richard L. Scheidker, vice president; Richard Turnbull, vice president.

AMERICAN MARKETING ASSN.—1525 E. 53d St., Chicago 15. Tel.: Museum 4-5267. *Officers:* George H. Brown, president; Robert J. Eggert, Thomas J. McGann, Reavis Cox, vice presidents; Ira D. Anderson, secretary; Donald E. West, treasurer.

AMERICAN NEWSPAPER PUBLISHERS ASSN.—370 Lexington Ave., New York 17. Tel.: Murray Hill 5-2000. *Officers:* Charles F. McCahill, *Cleveland News,* president; George C. Biggers, *Atlanta Journal,* vice president; J. L. Stackhouse, *Easton Express,* secretary; W. L. Fanning, Westchester County Publishers, White Plains, N. Y., treasurer; Cranston Williams, general manager. Chicago Office: 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 2-3746. George N. Dale, manager.

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Rd., West Hartford 7, Conn. *Officers:* George W. Bailey, president; F. E. Handy, vice president; Wayland M. Groves, vice president; D. H. Houghton, treasurer; A. L. Budlong, secretary.

AMERICAN TELEVISION SOCIETY—25 Vanderbilt Ave., New York 17. Tel.: Murray Hill 6-0238. *Officers:* Julius F. Seebach Jr., president; Warren Caro, vice president; Claude Barrere, secretary; Archibald U. Braunfeld, treasurer.

AMERICAN WOMEN IN RADIO & TELEVISION — 5634 Grand Central Terminal Bldg., New York. Tel.: Murray Hill 9-8520. *Officers:* Edythe J. Meserand, WOR New York, president. Doris Corwith, NBC New York (East); Edythe Fern Melrose, WXYZ Detroit (Central); Marjorie Christopher, WQAM Miami (South); Izetta Jewel, KDBQ San Diego (West), vice presidents. Dorothy Fuller, WBET Brockton, Mass., secretary-treasurer. Betty Chapin, executive secretary.

ASSN. OF CANADIAN ADVERTISERS—Federal Bldg., Toronto 1. Tel.: Empire 3-8046. *Officers:* J. C. Hagey, B. F. Goodrich Rubber Co. of Canada, president; H. T. Venning, Shirriff's Ltd., executive vice president; R. E. Sewell, Coca Cola Ltd., vice president and treasurer. Robert E. Day, Bulova Watch Co.; John O. Pitt, Canadian Fairbanks-Morse Co.; R. C. Scrivener, Bell Telephone Co. of Canada; R. R. McIntosh, General Foods, Ltd., vice presidents. John A. M. Galilee, secretary; Athol McQuarrie, general manager. *Directors:* T. M. Atkinson, Canadian Industries; D. C. Bythell, Trans-Canada Airlines; G. C. Clarke, Standard Brands; E. T. Gater, Sterling Drug; Hugh E. Kent, Bromo-Seltzer Ltd., J. W. Lawrence, Borden Co.; H. T. Markey, Dominion Textile Co.; John M. Meldram, National Carbon; J. J. McGill, Tuckett Ltd.; M. M. Schneckenburger, House of Seagram; Lee Trenholm, Provincial Paper Ltd.

ASSN. OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS — 1302 18th St. N.W., Washington 6, D. C. Tel.: Hudson 9000. George C. Davis, president; James C. McNary, vice president; Frank G. Kear, secretary; Frank H. McIntosh, treasurer.

ASSN. OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York 17. Tel.: Oregon 9-4940. *Officers:* Wesley I. Nunn, Standard Oil Co. (Indiana), chairman of the board; J. Ward Maurer, Wildroot Co., vice chairman; Paul B. West, president; Cy Norton, vice president; M. L. McElroy, vice president; I. W. Digges, vice president and counsellor; Peter W. Allport, secretary.

BROADCAST ADVERTISING BUREAU Inc.—270 Park Ave., New York 17. Tel.: Murray Hill 8-4020. William B. Ryan, president.

CANADIAN ASSN. OF BROADCASTERS—Main office 108 Sparks St., Ottawa. Tel.: 3-4036. Sales Branch—37 Bloor Street West, Toronto, Ont. Tel.: Princess 3729. *Officers:* T. J. Allard, general manager; T. A. Evans, secretary-treasurer; Pat Freeman, sales manager; Joseph Sedgwick, Guy Roberge, general counsel; D. Malcomb Neill, Fredericton, chairman of the board. *Directors:* E. Finlay Macdonald, Halifax, N. S.; Malcolm Neill, Fredericton, N. B.; Phil Lalonde, Montreal; Dr. Charles Houde, New Carlisle, P. Q.; Harry Sedwick, Toronto; W. C. B. Burgoyne, St. Catharine's; M. T. Brown, London; W. A. Speers, Winnipeg; E. A. Rawlinson, Prince Albert; H. G. Love, Calgary; F. H. Elphicke, Vancouver.

CLEAR CHANNEL BROADCASTING SERVICE—Shoreham Bldg., Washington, D. C. Tel.: Executive 0255. *Officers:* Ward L. Quaal, director; Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Louis G. Caldwell, counsel; Norma C. MaDan, secretary. *Executive Committee:* Edwin W. Craig, WSM; Victor A. Sholis, WHAS Louisville; Harold Hough, WBAP Fort Worth; James Shouse, WLW Cincinnati; William Fay, WHAM Rochester.

DIRECT MAIL ADV. ASSN.—17 E. 42d St., New York 17. Tel.: Vanderbilt 6-1479. E. H. Woodley, Northern Electric Co. Ltd., Montreal, Que., president; Boyce Morgan, Boyce Morgan & Assoc., Washington, D. C., and Lester Suhler, *Look* and *Quick* magazines, Des Moines, American vice presidents; Richard Messner, E. E. Brogle & Co., New York, secretary; Ellis G. Bishop, *Seventeen* magazine, New York, treasurer; Frank Frazier, executive director; Peter Sulich, assistant to executive director.

ELECTRONICS MFRS. ASSN. Inc.—575 Madison Ave., New York 18. Tel.: Murray Hill 8-0345. David Wald, DeWald Radio, president; Sol W. Gross, Tele-Tone Radio Corp., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allen Bernstein, Adams Laboratories Inc., secretary; Irving Golin, University Loud-Speaker Inc., treasurer; Moses Shapiro, general counsel.

FEDERAL COMMUNICATIONS BAR ASSN.—800 World Center Bldg., 16th & K St., Washington 6, D. C. *Officers:* William A. Porter, president; Arthur W. Scharfeld, first vice president; Fred W. Albertson, second vice president; R. Russell Eagan, secretary; Quayle B. Smith, treasurer. *Executive Committee:* Omar L. Crook, Corwin R. Lockwood Jr., Ralph L. Walker, Vernon L. Wilkinson, John T. Quisenberry, Joseph F. Zias. Delegate to American Bar Assn., Neville Miller.

FINANCIAL PUBLIC RELATIONS ASSN.—231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Preston E. Reed, executive vice president.

INSTITUTE OF RADIO ENGINEERS Inc.—1 E. 79th St., New York 21. Tel.: Regent 7-9600. *Officers:* I. S. Coggeshall, president; Jorgen Rybner, vice president; W. R. G. Baker, treasurer; Haraden Pratt, secretary; Alfred N. Goldsmith, editor.

JOINT TECHNICAL ADVISORY COMMITEE—1 E. 79th St., New York 21. Tel.: Regent 7-9600. Ira J. Kaar, chairman; Ralph Bown, vice chairman; L. G. Cumming, non-member secretary; D. G. Fink, T. T. Goldsmith Jr., J. V. L. Hogan, A. V. Loughren, P. F. Siling, D. B. Smith.

NATIONAL APPLIANCE & RADIO DEALERS ASSN. — 1437 Merchandise Mart, Chicago 54. Tel.: Michigan 2-5505. *Officers:* Mort Farr, president; H. B. Price Jr., P. S. Urner, vice presidents; M. E. Brunderman, secretary; K. J. Stucky, treasurer; A. W. Bernsohn, managing director; J. A.

Cobbey, general counsel; Norman K. Brahmstedt, director member services.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—2500 Municipal Bldg., New York City 7. Seymour N. Siegel, president; Graydon Ausmus, vice president; Burton Paulu, secretary; W. I. Griffith, treasurer; James Miles, executive director.

NATIONAL ASSN. OF MANUFACTURERS—14 W. 49th St., New York. Tel.: CIrcle 5-6600. *Officers:* Wm. H. Ruffin, chairman of the board; William J. Grede, Foundries Inc., president; Earl Bunting, managing director; Noel Sargent, secretary; Kenneth R. Miller, treasurer; John T. Thacher, vice president in charge of public relations; G. W. (Johnny) Johnstone, director, radio and television dept., public relations div.

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS—1771 N St. NW, Washington 6, D. C. (see page xx).

NATIONAL ASSN. OF RADIO & TV STATION REPRESENTATIVES INC.—101 Park Ave., New York 17. Tel.: Murray Hill 5-4141. Robert D. C. Meeker, president; Max Everett, vice president; Eugene Katz, secretary; Joseph Timlin, treasurer; Lewis H. Avery, Russell Woodward, Joseph Weed, directors. Murray Grabhorn, managing director.

NATIONAL ASSN. OF RADIO FARM DIRECTORS — *Officers:* Sam Schneider, KVOO Tulsa, president; Robert Miller, WRFD Worthington, Ohio, vice president; Mel Hansen, WOW Omaha, secretary treasurer.

NATIONAL ASSN. OF RADIO NEWS DIRECTORS—James Bormann, WCCO Minneapolis, president; Tom Eaton, WTIC Hartford, vice president; Sheldon Peterson, KLZ Denver, treasurer.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. R. P. Clayberger, chairman of the board; Edward L. Greene, president; Warren C. Agry, vice president.

NATIONAL ELECTRICAL MFRS. ASSN.—155 E. 44th St., New York 17. Tel.: Murray Hill 2-1500. J. F. Lincoln, Lincoln Electric Co., president; L. G. Hall, Stackpole Carbon Co., treasurer. Vice presidents: A. A. Berard, Ward Leonard Electric Co.; J. W. Corey Reliance Electric & Engineering Co.; J. H. Jewell, Westinghouse Electric Corp.; A. F. Sheldon, Kennecott Wire & Cable Co.; Hoyt P. Steele, Benjamin Electric Mfg. Co.

NATIONAL RETAIL DRY GOODS ASSN.—100 W. 31st St., New York 1. Tel.: Chickering 4-8780. *Officers:* Lew Hahn, president emeritus; J. Gordon Dakins, general manager and treasurer; Howard P. Abrahams, manager, Sales Promotion Division. Office: Kass Bldg., Washington, D. C. Tel.: National 3680; John C. Hazen, manager.

NATIONAL SOCIETY OF TELEVISION PRODUCERS—7063 Sunset Blvd., Hollywood 28, Calif. and 654 Madison Ave., New York 21. Louis Snader, national president. Hollywood Officers: Louis Snader, first vice president; Bernie Ebert, second vice president; Gladys Rubens, secretary; Maleese Black, treasurer. New York Officers: Irving Sulds, first vice president; Charles Bash, second vice president; Arthur Ehrlich, secretary; Jack Levin, treasurer. Max Gilford, James Fly, legal counsel; William Blowitz, public relations.

PROPRIETARY ASSN.—810 18th St., N. W., Washington 6, D. C. Tel.: National 1914. *Officers:* Dr. Frederick J. Cullen, Washington, D. C., executive vice president; Lupton Patten, Chattanooga Medicine Co., Chattanooga, president; A. K. Barta, secretary-treasurer, Washington, D. C.

RADIO EXECUTIVES CLUB OF NEW YORK—3948 Grand Central Terminal. New York 17. Tel.: Murray Hill 6-0238. I. E. Showerman, president; C. H. Cottington, vice president; Claude Barrere, secretary; S. R. Dean, treasurer.

RADIO PIONEERS — 580 Fifth Ave., New York 19. Tel.: Plaza 7-1800. *Officers:* Carl Haverlin, president; J. R. Poppele, first vice president; P. W. Morency, Arthur B. Church, Martin Campbell, Raymond Guy, O. H. Caldwell, vice presidents; Sydney M. Kaye, secretary; Herbert V. Akerberg, treasurer.

RADIO-TELEVISION MANUFACTURERS ASSN. — 777 14th St., Washington 5, D. C. Tel.: National 3902. *Officers:* Robert C. Sprague, Sprague Electric Co., chairman of the board; Glen McDaniel, president; James D. Secrest, general manager and secretary; Leslie F. Muter, Muter Co., treasurer; John W. Van Allen, general counsel. Vice presidents—John W. Craig, Crosely Division; R. E. Carlson, Tung-Sol Lamp Works; A. D. Plamondon Jr., Indiana Steel Products Co.; W. J. Barkley, Collins Radio Co.; Arie Liberman, Talk-A-Phone Co. Headquarters Staff — Peter H. Cousins, information director; Ray S. Donaldson, attorney; Ralph M. Haarlander, assistant secretary; Anna M. Chase, office manager; William F. E. Long, director of statistics.

RADIO-TELEVISION MFRS. ASSN. OF CANADA — 159 Bay St., Toronto, Ont. Tel.: Empire 3-1531. R. A. Hackbusch, presi-

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Billings

(Continued from page 471)

Raymond Spector Co.	91,323
Benton & Bowles	88,351
Mogge-Privett Inc.	69,102
Sullivan, Stauffer, Colwell & Bayles	53,295
Albert J. Silberstein-Bert Goldsmith	48,333
Joseph Castor & Assoc.	42,164
Campaigns Inc.	36,837
Foote, Cone & Belding	31,980
Buchanan & Co.	27,857
Brooks Adv. Agency	26,569
Raymond R. Morgan Co.	19,015
Majestic Adv.	17,416
Charles W. Hoyt Co.	13,043
Batten, Barton, Durstine & Osborn	12,966
Honig Cooper Co.	11,928
Alvin Wilder Adv. Co.	7,332
Schwimmer & Scott	5,105
Quality Bakers of America Cooperative	3,460
Dorland Inc.	2,618
Walter McCreery Inc.	1,554
Erwin Wasey Co. of Canada	1,375
TOTAL	33,242,182

MBS Gross Billings by Markets

1951 Advertiser Expenditures*

Kellogg Co.	$1,407,900
Johns-Manville Corp.	1,275,723
B. T. Babbitt Inc.	1,245,809
P. Lorillard Co.	1,245,415
American Federation of Labor	1,208,675
Quaker Oats Co.	1,056,596
Miles Labs Inc.	677,834
Kraft Foods Co.	624,203
American Tobacco Co.	562,342
Derby Foods Inc.	545,217
Pearson Pharmacal Co.	464,444
Williamson Candy Co.	463,497
Sterling Drug Inc.	462,236
Cudahy Packing Co.	403,860
Lutheran Laymen's League	381,355
Ronson Art Metal Works	376,138
Beltone Hearing Aid Co.	372,560
National Biscuit Co.	358,945
Radio Bible Class	352,577
U. S. Tobacco Co.	307,427
Voice of Prophecy Inc.	307,156
Gillette Safety Razor Co.	296,183
VCA Labs Inc.	267,937
Christian Reformed Church	256,672
State Farm Mutual Auto Ins. Co.	247,016
Personna Blade Co. Inc.	232,534
Dawn Bible Students Assn.	230,933
Noxzema Chemical Co.	213,016
Blatz Brewing Co.	184,935
Pal Blade Co. Inc.	163,172
U. S. Army & U. S. Air Force	145,530
Rhodes Pharmacal Co.	139,672
Admiral Corp.	127,157
Wildroot Co. Inc.	118,835
R. J. Reynolds Tobacco Co.	115,700
General Foods Corp.	82,486
Joe Lowe Corp.	77,165
Benjamin Moore & Co.	69,563
Miller Brewing Co.	68,156
Acousticon Div. of Dictograph Products Inc.	66,622
American School	57,560
Brewing Corp. of America	55,339
Murine Co.	52,470
Toni Co.	50,000
Orange-Crush Co.	48,883
Amurol Products Co. Inc.	43,946
Capehart-Farnsworth Corp.	40,189
Burrus Mill & Elevator Co.	39,780
Book Assoc.	35,887
Harrison Products Inc.	29,444
American Chicle Co.	25,268
Motorola Inc.	24,571
American Protam Corp.	21,061
Pontiac Motor Div.-General Motors Corp.	20,232
The Le Blanc Corp.	16,383
Mutual Benefit Health & Accident Assn.	14,325
Shrine East-West Football Committee	12,285
Airways Corp.	10,738
Wm. H. Wise & Co.	10,056
Mail Pouch Tobacco Co.	9,835
A. O. Smith Corp.	8,496
S. C. Johnson & Son	8,402
Wafex Inc.	8,176
Phillips Petroleum Corp.	7,583
Shipstad & Johnson	5,723
American Medical Assn.	5,608
Curtis Circulation Co.	4,097
American Bird Products Inc.	3,922
Kiplinger Washington Agency Inc.	2,306

*December billings estimated

1951 Agency Expenditures*

J. Walter Thompson Co.	$1,899,926
Wm. H. Weintraub & Co.	1,430,744
Lennen & Mitchell	1,245,415
Furman, Feiner Co.	1,208,675
Sherman-Marquette	1,056,596
Leo Burnett Co.	895,651
Needham, Louis & Brorby	800,635
Batten, Barton, Durstine & Osborn	737,744
Harry B. Cohen Adv.	704,077
Goeffrey Wade Adv.	677,834
Grant Adv.	549,390
Kenyon & Eckhardt	512,249
Aubrey, Moore & Wallace	463,497
Dancer-Fitzgerald-Sample	462,236
Olian Adv. Co.	430,120
Gotham Adv. Co.	381,355
Grey Adv. Agency	376,138
McCann-Erickson	358,945
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Adv. Agency	307,156
Maxon Inc.	296,183
Glenn-Jordan-Stoetzel	256,672
Sullivan, Stauffer, Colwell & Bayles	238,284
J. D. Tarcher Co.	232,534
Wm. Gleeson & Co.	230,933
O'Neil, Larson & McMahon	183,618
Al Paul Lefton Co.	163,172
Benton & Bowles	137,825
Erwin, Wasey & Co.	127,157
Wm. Esty & Co.	115,700
Blaine-Thompson Co.	77,165
St. Georges & Keyes	69,563
Mathisson & Assoc.	68,156
Atherton Adv. Agency	63,316
Foote, Cone & Belding	50,000
Fitzmorris & Miller	48,883
J. M. Mathes Inc.	40,189
Tracy-Locke Co.	39,780
Huber Hoge & Sons	35,887
Sidney Garfield & Assoc.	29,444
Duane Jones Inc.	28,304
Ruthrauff & Ryan	24,571
Dowd, Redfield & Johnstone	21,061
MacManus, John & Adams	20,232
Majestic Adv. Agency	16,383
Bozell & Jacobs	14,325
Direct	12,285
Thwing & Altman	10,056
Charles W. Hoyt Co.	9,835
Dorland Inc.	8,536
Henri, Hurst & McDonald	8,496
Grady & Wagner Co.	8,176
Lambert & Feasley	7,583
Walter McCreery Inc.	5,723
Campaigns Inc.	5,608
Weston-Barnett Inc.	3,922
McCreery, Quick & McElroy	3,306
Albert Frank-Guenther Law	2,306
Harold Kaye Adv.	2,202

*December Billings Estimated

Expenditures by Industry 1951*

Food & Food Products	$4,115,127
Drugs & Toilet Goods	3,257,343
Cigars, Cigarettes & Tobacco	2,240,719
Laundry & Household Supplies	1,658,071
Religious	1,528,693
Building Materials	1,284,219
Labor & Politics	1,208,675
Confectionery & Soft Drinks	614,813
Medical Appliances & Equipment	439,182
Smoking Accessories	376,138
Beer, Wine & Liquor	308,430
Insurance	261,341
Radios, TV sets, etc.	191,917
U. S. Government Advertising	145,530
Miscellaneous	95,836
Paints	69,563
Publishing & Media	52,346
Automotive	20,232
Lubricants, Petroleum & Fuel	7,583
TOTAL	$17,875,758

*December billings estimated

Services Related to Broadcasting

(Continued from page 473)

dent; S. D. Brownlee, executive secretary; A. B. Hunt, vice president and chairman of Receiver Division; S. G. Paterson, vice president and chairman of Transmitter Division; L. M. Price, vice president and chairman of Parts Division; F. H. R. Pounsett, chairman, Engineering Committee; C. G. Lloyd, chairman, Transmitter Engineering Committee; G. B. Elliott, chairman Service Committee.

WESTERN ASSN. OF BROADCASTERS—c/o CKBI Prince Albert, Sask. E. A. Rawlinson, CKBI Prince Albert, president. *Directors:* F. H. Elphicke, CKWX Vancouver; H. G. Love, CFCN Calgary, William Speers, CKRC Winnipeg.

COMMUNICATIONS CARRIERS

AT&T CO., LONG LINES DEPT.—32 Avenue of the Americas, New York 13. Telephone: Exchange 3-9700. *Officers:* H. T. Killingsworth, vice president; H. I. Romnes, Director of Operations.

BELL TELEPHONE Co. of Canada—Beaver Hall Hill, Montreal, Quebec. Tel.: University 6-3911.

BELL TELEPHONE LABORATORIES—463 WEST St., New York 14. Tel.: Chelsea 3-1000. *Officers:* O. E. Buckley, Chairman of the Board; M. J. Kelly, president; S. B. Cousins, vice president and general manager; D. A. Quarles, vice president; A. B. Clark, vice president; W. H. Martin, vice president; J. W. McRae, vice president; R. Bown, director of research; W. H. Doherty, director of electronic and television research.

CANADIAN NATIONAL TELEGRAPHS—347 Bay St., Toronto 1, Ont. Tel.: Waverly 6071. *Officers:* J. R. White, general manager; D. H. Hawley, chief of commercial operations; A. E. Allen, supervisor of broadcast services.

CANADIAN PACIFIC COMMUNICATIONS — 204 Hospital St., Montreal, Quebec. Tel.: Marquette 7531. *Officers:* W. D. Neil, general manager; E. L. Scott, superintendent of broadcast services; R. A. Gunton, general contract and tariff supervisor.

FEDERAL TELECOMMUNICATION LABORATORIES Inc. (An IT & T associate)—500 Washington Ave., Nutley, N. J. Tel.: Nutley 2-3600. *Officers:* R. B. Colton, president; J. G. Copelin, vice president & comptroller. Technical directors: H. Busignies, E. Labin, A. J. Warner. Department head for television: M. Silver.

GLOBE WIRELESS Ltd. — 141 Battery St., San Francisco, Calif. Tel.: Exbrook 2-6181. *Officers:* R. Stanley Dollar, president; R. H. Andersen, Walter P. Boatwright, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., vice presidents.

INTERNATIONAL TEL. & TEL. Corp.—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. Willian H. Harrison, president and director.

MACKAY RADIO & TELEGRAPH CO. (AC&R)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. *Officers:* Adm. William F. Halsey, chairman of board; Ellery W. Stone, president; F. L. Henderson, executive vice president; J. A. Kennedy, vice president and general counsel; B. B. Tower, vice president and controller; L. N. Anderson and C. R. McPherson, vice presidents; C. E. Scholz, vice president and chief engineer; E. H. Price, vice president, Marine Division; Robert D. Merrill, vice president, communications department; J. T. Chatterton (San Francisco), Morgan Heiskell (Paris), A. C. Jorgensen (Tangier), Gordon Kern (Stuttgart, Germany), and Leroy Spangenberg (New York), vice presidents; J. F. Gibbons, general attorney; O. C. Buchanan, treasurer; R. M. Scribner, secretary.

PRESS WIRELESS Inc. — 1475 Broadway, New York. Tel.: Bryant 9-5030. William J. McCambridge, president and treasurer; A. G. Greany, secretary; T. J. Reilly, assistant treasurer.

RCA COMMUNICATIONS — 66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Sidney Sparks, vice president, Commercial Activities, Program and Photo Transmission Service; F. H. Goring, N. Y.; H. E. Austin, San Francisco.

WESTERN UNION TELEGRAPH Co.—60 Hudson St., New York 13. Tel.: Worth 2-7300. *Officers:* Walter P. Marshall, president; T. B. Gittings, public relations vice president; H. P. Corwith, development and research vice president; S. M. Barr, plant and engineering vice president; J. Z. Millar, director of research; F. B. Bramhall, transmission research engineer; W. B. Sullinger, radio research engineer; E. C. Homer, electronics research engineer.

CONSULTANTS
ALLIED ARTS

MERLIN H. AYLESWORTH—30 Rockefeller Plaza, New York 20. Tel.: Circle 6-2535. (Advisory counsel.) Chairman of the Executive Committee, Ellington & Co. Inc., 535 Fifth Avenue, NYC.

BLACKBURN-HAMILTON Co.—Washington Bldg., Washington 5, D. C. Tel.: Sterling 4341. Tribune Tower, Chicago; Tel.: Delaware 7-2755. 235 Montgomery St., San Francisco 4; Tel.: Exbrook 2-5672. Medio brokers. *Officers:* James W. Blackburn, partner; Ray V. Hamilton, partner.

BOOZ, ALLEN & HAMILTON—135 S. LaSalle St., Chicago 3. Tel.: Financial 6-1900; New York—285 Madison Ave., New York 17. Tel.: Oregon 9-1900; Los Angeles—523 W. Sixth St., Los Angeles 14. Tel.: Trinity 3215; Washington — 1625 Eye St., Washington 5. Tel.: Executive 5212; Minneapolis — Northwestern Bank Bldg., Tel.: Main 7521; San Francisco—235 Montgomery St., Tel.: Yukon 2-2480. *Partners:* James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry. William C. Eldridge, Arnold F. Emch, Joseph M. Kubert, Perry Addleman, Charles P. Bowen, Robert Wise, John W. Pocock, Robert M. Browning, George F. Hamson, Edwin L. Morris, Alfred J. Gagnon, Philip Donham, Lloyd E. Wilkinson, Lawrence L. Ellis, Ralph E. Smiley, Clyde C. Seney, John P. Gallagher, William S. Powell, F. Newton Parks, James A. Newman, Robert Hale, H. Ferris White.

BROADCAST SERVICE BUBEAU Inc.—1025 Vermont Ave., N. W., Washington 5, D. C. Tel.: National 7808. C. B. Collins, president; (FCC Broadcast Rules and Standards with amendment service.)

CARL H. BUTMAN — National Press Bldg., Washington, D. C. Tel.: National 7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

DAVID DARRIN — 1710 G St., N.W., Washington, D. C. Tel.: Republic 0645—Ext. 501. (Public relations consultant Audio programming, single or series.)

SMITH DAVIS—9 E. 62d St., New York. Tel.: Templeton 8-1420. (Brokerage, financing, newspapers, radio stations, television.)

REUBEN H. DONNELLEY CORP.—350 East 22d St., Chicago 16, Ill. Tel.: Victory 2-3232. *Officers:* Raymond M. Gunnison, chairman of the board; Gaylord Donnelley, vice chairman of the board; David L. Harrington, president; Arthur H. Bamforth, vice president; Curtiss E. Frank, vice president and general counsel; Albert M. Anderson, vice president; Harold P. Harper, vice president; J. Aubrey Hope, vice president; Harry W. Warner, secretary-treasurer. (Contest judging, premium mailing and packaging; classified telephone directory publishers; house to house distribution; store service direct mail advertising, mailing lists.)

HOWARD S. FRAZIER—Bond Bldg., Washington 5, D. C. Tel.: National 2173. Howard S. Frazier. (Television and radio management consultants; broadcaster's executive placement service.)

EDWARD C. LOBDELL ASSOCIATES—17 East 48th St., New York 17. Tel.: PLaza 5-1127. Edward C. Lobdell, general manager; M. M. Larsen, assistant to the general manager; John D. McTigue, chairman, Policy and Planning Board (on military leave); John R. Porterfield, vice chairman. (Management Consultants for station operational, organizational, market, rate, and policy studies; station brokers; personnel agency.)

McKIBBEN & PELLETIER—325 Market St., Kittanning, Pa. Tel.: 43-1381. (Management and technical consultants.)

McKINSEY & Co. — 60 E. 42d St., New York 17. Tel.: MUrray Hill 7-3123. *Partners and Principals:* Horace G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, Howard C. Adams, Ewing W. Reilley, Gerald L. Murphy, Gilbert H. Clee, Paul Roberts, Richard D. Elwell, Carl T. Hoffman, E. Everett Smith Jr., Phillip S. Babb. Office: 75 Federal St., Boston 10; Tel.: HUbbard 2-9626; Stanley L. Balmer, Arthur T. Caruso. Office: 208 South LaSalle St., Chicago 4; Tel.: RAndolph 6-6980; Harrison A. Roddick, Frank Wallace. Office: 235 Montgomery St., San Francisco 4; Tel.: GArfield 1-3638; John G. Neukom, William H. Dennick. Office: 612 South Flower St., Los Angeles 17; Tel.: Madison 6-3201; Forrest Wallace.

GEORGE McKITTRICK & Co.—108 Fulton St., New York 38. Tel.: Barclay 7-4829. Branch Office: 185 N. Wabash St., Chicago 1. Tel.: State 2-8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.)

NATIONAL REGISTER PUBLISHING Co. Inc.—130 W. 42nd St., New York 18. Tel.: Longacre 4-1710. *President:* R. W. Ferrel. *General manager:* C. H. Brown. Branch: 333 N. Michigan Ave., Chicago; Tel.: Randolph 6-5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES — 730 Fifth Ave., New York 19. Tel.: Circle 6-8470. *Owner:* Ted Nelson. *Radio directors:* Richard Diamond, Perry Bruskin, Charles Duran. *Account executive:* Nathan Fields. Radio consultants, radio packages, radio advertising agency.

M. S. NOVIK—630 Fifth Ave., New York 20. Tel.: Circle 6-3976. (Public service consultant.)

FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (Radio management consultant.)

PIKE & FISCHER—Dupont Circle Bldg., Washington 6, D. C. Publishers of Pike & Fischer *Radio Regulation.* (FCC rules, amendments, decisions, and related radio and television documentary service).

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6658. Edward F. Loomis, president; Gorton V. Carruth, vice president. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 52nd St., Chicago; 36 Springfield St., Wilbraham, Mass.; 2024 W. Sixth St., Los Angeles 5; 519 6th St., N. W., Washington 1, D. C.; 1649 N. Broad St., Philadelphia; 264 Arlington Ave., Berkeley, Calif., and 12728 Woodland Ave., Cleveland. (Recordings, digesting, transcribing radio and TV news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

MERRITT R. SCHOENFELD & Co.—520 N. Michigan Ave., Chicago 11. Tel.: WHitehall 4-0818. Merritt R. Schoenfeld, president; Lewis G. Green, vice president; R. Hall Adams, secretary-treasurer.

HOWARD STARK—50 E. 58th St., New York 22. Tel.: Eldorado 5-0405. (Brokerage, financing, newspapers, radio stations, television.)

TRADE-WAYS Inc.—285 Madison Ave., New York. Tel.: Oregon 9-3070. William H. Lough, president and treasurer. (Marketing counsellors specializing in sales training.)

CLIFFORD YEWDALL—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. LaSalle St., Chicago. Tel.: Randolph 6-7575. Sharp Bldg., Lincoln 8, Neb. Tel.: 2-3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

WILLIAM W. L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Calif. Tel.: Talbot 4943. William W. L. Burnett, engineer in charge.

CAMBRIDGE THERMIONIC CORPORATION—445 Concord Ave., Cambridge 38, Mass. Tel.: Trowbridge 6-2800. Clarence Cheney.

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolfskill, manager; Walter H. Campbell, chief engineer, and Wm. L. Blakeley, in charge of frequency measurements.

L. J. N. du TREIL & ASSOC.—204 Homedale Ave., New Orleans 19, La. Tel.: Audubon 3525-0917.

HUTTON MONITORING SERVICE—Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Catonsville 9078. J. W. Hutton, owner.

PRECISION FREQUENCY SERVICE—1426 S. Flower St., Santa Ana, Calif. Tel.: Kimberly 2-2117. John R. Schick, engineer.

RCA COMMUNICATIONS INC. —66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Sidney Sparks, vice president for commercial activities; Frank Flood, manager of special services. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco, 28 Geary St. Tel.: Garfield 4200. H. E. Austin, vice president and manager.

SOUTHWEST FREQUENCY MEASUREMENTS—P. O. Box 4114, Austin, Tex. Tel.: 7-2904. Marion T. Hill, engineer in charge.

T & T RADIO MEASUREMENTS CO.—2559 Atlantic Ave., Long Beach 6, Calif. Tel.: Long Beach 4-2015. Jay E. Tapp and Raymond B. Torian, co-owners.

MARTIN R. WILLIAMS—7401 E. 14th St., Indianapolis 19, Ind. Tel.: Blackstone 0388; Market 3326.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS — 20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

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Frequency Check Service

CAMBRIDGE THERMIONIC CORPORATION

445 CONCORD AVENUE

CAMBRIDGE 38, MASSACHUSETTS

CONTACT:

Clarence Cheney

FOR RATE INFORMATION

AT

Trowbridge 6-2800

Services Related to Broadcasting

(Continued from page 475)

MUSIC LICENSING GROUPS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS' (ASCAP)—575 Madison Ave., New York 22. *Officers:* Otto A. Harbach, president; Saul H. Bourne, vice president; Oscar Hammerstein II, vice president; Paul Cunningham, secretary; Louis Bernstein, treasurer; A. Walter Kramer, assistant secretary; Frank H. Connor, assistant treasurer. *Board of Directors:* Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

ASSOCIATED MUSIC PUBLISHERS (AMP)—BMI Subsidiary. 25 W. 45th St., New York 19. Tel.: Luxemburg 2-1790. Merritt E. Tompkins, president; Earl B. Hall, Karl Bauer, vice presidents; Charles A. Wall, treasurer.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York 19. Tel.: Plaza 7-1800. *Officers:* Carl Haverlin, president; Sydney M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burton, vice president in charge of publisher relations; Jean Geiringer, vice president in charge of foreign relations; Roy Harlow, vice president in charge of station relations. *Directors:* Justin Miller, NARTB, chairman; Sydney M. Kaye, vice chairman; Herbert Akerberg, CBS; John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL Boulder, Colo.; Leonard Kapner, WCAE Pittsburgh; Joseph McDonald, NBC; Paul Morency, WTIC Hartford; J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, Fort Industry Co.; James E. Wallen, MBS.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—132 St. George St., Toronto. Tel.: MI 8457. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

HARRY FOX — 45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. (Agent and trustee for international music publishers.)

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc. — 45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS — 630 Fifth Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, president and chairman of the board; Alfred Rice, general counsel.

G. RICORDI & Co.—1270 Avenue of the Americas, New York 20. Tel.: Plaza 7-6177. Dr. Franco Colombo, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Murray Hill 5-5365. Paul Heinecke, president; Ruth C. Heinecke, treasurer; K. A. Jadassohn, general manager.

PUBLIC RELATIONS AND PROMOTION SERVICES

DAVID O. ALBER ASSOCIATES Inc.—654 Madison Ave., New York 21. Tel.: Templeton 8-8300. *Associates:* Michael Ames, Eugene Sheffrin, Robert Windt, Tom Flynn, Sheila McKeon, Al Boyars, Florence Schwartz, Joey Sasso.

AMERICAN RADIO PUBLICATIONS Inc.—121 N. Washington St., Peoria 2, Ill. Tel.: 4-3262. Rex G. Howard, president; John Sloane, vice president; S. C. Zinser, treasurer; Olive M. Howard, secretary. (Civil Defense Manual.)

WILLIAM J. (BILL) BAILEY—2500 Q St., N. W., Washington 7, D. C. Tel.: Dupont 3400, 0953.

BALDWIN & MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. *Partners:* William H. Baldwin, Maurice Mermey.

BANNER & GREIF—250 W. 57th St., New York 19. Tel.: Plaza 7-4713. Jack Banner and Ed Greif, partners.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 9-7439. George Livingstone, president; H. S. Fisher, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Templeton 8-5000.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 17. Tel.: Plaza 5-4760.

BRAND NAMES FOUNDATION—37 West 57th St., New York 19. Tel.: Plaza 9-8425. Henry E. Abt, president; Nathan Keats, vice president; William R. Sands, director of media relations.

BROADCASTERS PROMOTION SERVICE — Atlantic City, N. J. Tel.: 4-6118. James Dooley, business manager.

WILLIAM J. BROWN RADIO & TV CAMPAIGNS—703 Landman Mill Rd., Piqua, Ohio. Tel.: 2568. William J. Brown, owner.

ROGER BROWN Inc.—40 E. 49th St., New York. Tel.: Plaza 5-3100. Roger Brown, president; Earle Ferris, chairman of the board.

H. A. BRUNO & ASSOC. — 30 Rockefeller Plaza, New York. Tel.: Circle 6-8040. *Associates:* Russell Gudgeon, Hudson Philips, Victor Oristano, Theon Wright, William Pearsall, Arthur Cook, K. L. Harris, Abbott M. Geer.

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 6-3200. *Officers:* Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Bob Davis, radio and television director. Offices: Washington, D. C., National Press Bldg. Tel.: Sterling 6565; William Wight, vice president. Chicago, 33 N. LaSalle St., Tel.: Dearborn 2-6300; George Dye, vice president. Los Angeles, 727 W. Seventh St., Tel.: Trinity 6421; Charles McVarish, vice president.

HARRY COLEMAN & CO.—664 N. Michigan Ave., Chicago 11. Tel.: Mohawk 4-3883. Harry M. Coleman, president.

COLL & FREEDMAN Inc.—49 W. 51st St., New York 19. Tel.: Plaza 3-9872. Principals: Fred Coll, Zac Freedman.

JAMES A. COWAN—20 Carlton, Toronto, Ont., Canada. Tel.: Empire 4-8561.

GEORGE EVANS ASSOC.—36 Central Park South, New York. Tel.: Murray Hill 8-5023. Budd Granoff, president.

THE FAUGHT COMPANY, Inc.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171. Millard C. Faught, president.

DIXON GAYER PUBLIC RELATIONS—120 Central Park South, New York 19. Tel.: Plaza 7-7150. Dixon Gayer, president.

STEVE HANNAGAN—247 Park Ave., New York. Tel.: Plaza 5-2900. *Associate:* Jim Scanlan.

ROBERT S. KELLER, Inc.—72 Barrow St., New York 14. Tel.: Watkins 4-6599. Robert S. Keller, president; E. Benjamin Wright, secretary-treasurer.

KAUFMAN & SCHREIER—Ben Kaufman and George Schreier, 400 Madison Ave., New York 17.

KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, 607 Market St., San Francisco 5. Tel.: Exbrook 2-7443.

MARK LARKIN—119 W. 57th St., c/o The Traveler, New York 19. Tel.: Columbus 5-3999.

PHILIP LESLEY Co.—100 W. Monroe St., Chicago 3. Tel.: Central 6-7555. Philip Lesley, president. New York office, 331 Madison Ave. Tel.: Murray Hill 7-5459.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: Croton 1-3444. Austin C. Lescarboura, senior partner, account executive; Stanley A. Lescarboura, junior partner, account executive; Winifred Phillips, production.

HAL LEYSHON & ASSOCIATES—292 Madison Ave., New York. Tel.: Murray Hill 5-0744.

HOWARD J. McCOLLISTER Co.—66 Acacia Drive, Atherton, Calif. Tel.: Davenport 3-3061. Regional promotional sales campaigns.

ARTHUR H. MILLER — 39 E. 49th St., New York 17. Tel.: Eldorado 5-6092.

JACK PERLIS—2109 Broadway. Tel.: Trafalgar 3-5284.

MARLEN E. PEW ASSOCIATES—270 Park Ave., New York.

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Tel.: Longacre 5-3209. Bernard L. Lewis, president.

RICHARD H. ROFFMAN—Hotel Sulgrave, 646 Park Ave., New York 21. Tel.: Trafalgar 9-5640. Richard H. Roffman, president. (Also law and public relations counsel.)

SELVAGE & LEE—One E. 43rd St., New York 17. Tel.: Murray Hill 7-8550. James P. Selvage, Morris M. Lee Jr., partners. Offices: 135 S. LaSalle St., Chicago 3. Tel.: Franklin 2-4821. Robert Wood. Cafritz Bldg., 1625 Eye St., N. W., Washington 6, D. C. Tel.: Republic 4040. S. B. Bledsoe.

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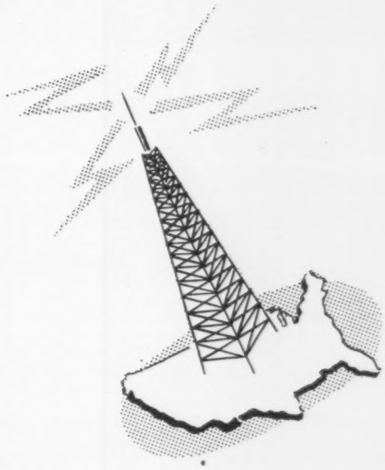

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AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

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(Continued from page 476)

BENJAMIN SONNENBERG—247 Park Ave. Tel.: Plaza 5-2200.

STORE RADIO — 1107 National Press Bldg., Washington 4, D. C. Tel.: Sterling 1440. Allen M. Jones, president; E. R. Lerner, vice president, treasurer.

PAT SWEENEY & ASSOCIATES —400 Madison Ave., New York. Tel.: PLaza 3-4466.

GEORGE R. TURPIN & ASSOCIATES—P. O. Box 802, Fort Worth 1, Texas. George R. Turpin, general manager; Ed Niehay, sales manager; Billie Ruth Stroud, John R. Weber, associate managers. (Regional sales campaigns and giveaway shows for radio stations.)

JOHN ORR YOUNG & ASSOC. —113 W. 57th St., New York 17. Tel.: Plaza 7-6616. John Orr Young, president.

COLLEGE NETWORK

INTERCOLLEGIATE BROADCASTING SYSTEM — 2808 Erie St., S. E., Washington 20, D. C. Tel.: Victor 7210; 706 Sanders Ave., Schenectady 2, N. Y., Tel.: Schenectady 3-6028. *Executive Officers:* George Abraham, chairman; David W. Borst, operations manager; Herbert B. Barlow, engineering director; Anne E. McClerkin, station relations manager; Howard C. Hansen, program manager; James R. Wylie, business manager; Vail W. Pischke, general counsel; E. E. Roberts, public relations director; Edward J. McClarty, regions coordinator; Richard E. Pittenger, sales manager; Richard Gilliland, Bulletin Editor.

SURVEYS AND MARKET RESEARCH

ADVERTEST RESEARCH—New Brunswick & Newark, N. J. 133 Albany St., New Brunswick. Tel.: Charter 7-1564. *Directors:* Seymour Smith, Richard Bruskin. (Measurement of radio and television audience habits and reactions. Publishers of monthly *The Television Audience of Today.*

ADVERTISING RESEARCH FOUNDATION Inc. — 11 West 42nd St., New York. Tel.: Longacre 3-5100. *Officers:* H. M. Warren, chairman of the board; B. B. Geyer, vice chairman of the board; Frederic R. Gamble, treasurer; Paul B. West, secretary; A. W. Lehman, managing director; D. B. Lucas, technical director. *Directors:* John F. Apsey Jr., Albert Brown, Allan Brown, Robert B. Brown, Lowry H. Crites, Marion Harper Jr., Hugh W. Hitchcock, Gordon E. Hyde, Abbott Kimball, H. H. Kynett, Fergus Mead, Frederick B. Ryan Jr., D. P. Smelser, Howard D. Williams.

AMERICAN RESEARCH BUREAU — National Press Bldg., Washington 4, D. C. Tel.: Republic 6002. James W. Seiler, director. (Radio and television audience measurement.)

AUDIT BUREAU OF CIRCULATIONS — 123 N. Wacker Drive, Chicago 6. Tel.: Central 6-7994. *Managing director:* James N. Shryock. Branch: 330 W. 42nd St., New York 18. Tel.: Longacre 3-2322; William F. Hoffmann, manager. (Newspaper and periodical circulation audit service.)

A. S. BENNETT-CY CHAIKIN Inc.—480 Lexington Ave., N. Y. 17. Tel.: Murray Hill 8-2475. Cy Chaikin, president; A. S. Bennett, vice president; Manuel N. Manfield, vice president. (Marketing, advertising, and media research and analysis.)

BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Tel.: EMpire 3-8046. *Officers:* Charles R. Vint, Colgate-Palmolive-Peet Co., president; Athol McQuarrie, Assn. of Canadian Advertisers Inc., Toronto, secretary-treasurer; H. N. Stovin, Horace N. Stovin & Co., Toronto, vice president; Charles J. Follett, Assn. of Canadian Advertisers. *Directors:* W. T. Cranston, CKOC Hamilton; E. D. Cooper, Imperial Oil Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd., Toronto; W. E. Trimble, Baker Adv. Agency Ltd., Toronto; L. E. Phenner, Canadian Cellucotton Products Co.; Walter E. Powell, Canadian Broadcasting Corp.

WALTER P. BURN—17 Washington St., Middlebury, Vt. Tel.: 593. (Maps and coverage data.)

CANADIAN FACTS LTD.—146 Wellington St. West., Toronto, Ont. Tel.: Empire 4-6373. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal. Tel.: Plateau 1734. Ethel Colwell, vice president.

ROBERT S. CONLAN & ASSOCIATES Inc.—1703 Wyandotte St., Kansas City. John L. Guyant, president; Erwin Stern, director of sales.

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York. Tel.: Lexington 2-6380. Adin L. Davis, managing director; Richard S. Hayes, president; George W. N. Riddle, vice president; Rufus Choate, secretary; George A. Frye, treasurer. (Auditing circulation of business publications.)

CORNELIUS DU BOIS & CO.— 17 E. 42nd St., New York. Cornelius Du Bois and Louise McCarty Du Bois, partners. (Audience, opinion, brand rating, and market surveys.)

CROSSLEY Inc.—4 Mercer St., Princeton, N. J. and 330 W. 42nd St., New York 18. Tel.: Bryan 9-5462. Archibald M. Crossley, president; James A. Ward, vice president.

ELLIOTT-HAYNES Ltd. — 515 Broadview, Toronto, Ont. Tel.: Gerard 1144. Walter E. Elliott, president; J. Myles Leckie, vice president; E. R. Comte, secretary-treasurer. Branch Offices: International Aviation Bldg., Montreal. Tel.: University 1519 and 441 Seymour St., Vancouver, B. C.

EXECUTIVES RADIO-TV SERVICE—Larchmont, N. Y. Tel.: Larchmont 2-0833. James M. Boerst, managing editor. Publishers of pocket-size FACTuary containing sponsored radio and TV network data. Programs, agencies, sponsors, etc. Issued to subscribers quarterly, with the interim revisions. Semi-annual time buyers register.

FACT FINDERS ASSOCIATES Inc.—400 Madison Ave., New York. Tel.: Plaza 9-3710. Frank R. Coutant, president.

FACTS CONSOLIDATED — 116 New Montgomery St., San Francisco. Tel.: Douglas 2-2445. Partners: Roy S. Frothingham and Dorothy D. Corey. C. L. Bigelow, Los Angeles office, research associates. Los Angeles Office: 8461 Melrose Pl. Tel.: Wyoming 3181. (Marketing and opinion research, radio audience analysis, television surveys.)

GALLUP & ROBINSON—Princeton, N. J. Tel.: 3400. Dr. George Gallup & Dr. Claude Robinson. (Advertising research.)

GRAHAM RESEARCH SERVICE —424 Madison Ave., New York 17. Tel.: Plaza 3-4565. Director: J. E. Graham.

C. E. HOOPER Inc.—Executive headquarters, 10 E. 40th St., New York 16. Tel.: Lexington 2-3000. *Officers:* C. E. Hooper, president; Dorothy M. Behrens, J. Lyman Bogart, Edythe F. Bull, Fred H. Kenkel, vice presidents. Office: Dry Hill, Norwalk, Conn. Tel.: 8-0606.

INDUSTRIAL SURVEYS CO.— 292 Madison Ave., New York 17. Tel.: Murray Hill 3-9083. Sam Barton, president; John Rhodes, admin. vice president; C. C. Rogers, F. J. Knittle, Donald Connell, Arden Crawford, vice presidents. Chicago office: 425 North Michigan Ave. Tel.: Mohawk 4-4600. Manager, executive vice president, Stanley Womer. Controller, secretary-treasurer, Larkin Osborn. Palmer Waterbury, Daniel Connell, Rome Arnold, vice presidents.

JAY & GRAHAM RESEARCH Inc.—100 E. Ohio St., Chicago 11. Tel.: Whitehall 4-0584. President, Allan V. Jay; statistician and general manager, Charles G. Callard; office manager, Mrs. Betty Mull. (Videodex ratings quantitative and qualitative TV audience rating service.) New York office: 342 Madison Ave., N. Y. 17. Tel.: Murray Hill 7-8837. Carl Pankow, production mgr.; B. Bowen, editor.

RICHARD MANVILLE RESEARCH—230 Park Ave., New York 17. Tel.: Oregon 9-2435. (Consultants on advertising and marketing research. Radio, television program and audience research; studies on effectiveness of commercials. Customer-per-dollar studies; radio and television contest and mail handling. Nationwide or local field coverage; telephone, personal interview, diary studies, etc.)

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland. Tel.: Main 1-0186. Albert E. Strass, director. (Radio and television research for midwest stations, advertisers and agencies.)

MARKETSCOPE RESEARCH Co.—156 Washington St., Newark 2, N. J. Tel.: Mitchell 2-1753. *Director:* Robert E. Spinner. (Marketscope Test-Town, consumer panel and store audits, continuous purchase diary in TV and non-TV homes, qualitative and quantitative radio and TV studies, national coverage).

PENN McLEOD & ASSOCIATES —Head Office: Bay & Gerrard Bldg., Toronto, Ont; Branch Office, 1673 West Fourth Ave., Vancouver, B. C. President, J. D. Penn McLeod; vice president, Vancouver office, William B. Watts; vice president, Toronto office, R. B. Dickinson; vice president, national sales, T. G. Vatcher; statistical consultant, Robert M. Clark; consulting psychologist, John C. Sawatsky; Seattle representative, John Bolan; Montreal representative, Gerald St. Cyr. (Marketing, public opinion and continuing radio research, political research specialists.)

MEDIA RECORDS Inc. — 353 Fourth Ave., New York 10. Tel.: Murray Hill 5-9376. John Halpin, president; L. H. Collins, vice president. Offices: 174 E. Long St., Columbus 15, Ohio; Tel.: Main 7784; Frances Davis, manager. 173 W. Madison St., Chicago; Tel.: Andover 3-5683; Ladious Siwak, manager. 381 Bush St., San Francisco 4; Tel.: Garfield 4989; E. J. Raleigh Jr., manager.

MOFFETT RESEARCH Co.— 6253 Hollywood Blvd., Hollywood 28. Tel.: Hempstead 5653, Jessie Locke Moffett, owner.

A. C. NIELSEN Co.— 2101 Howard St., Chicago 45. Tel.: Hollycourt 5-4400. *Officers:* Arthur C. Nielsen Sr., president; Arthur C. Nielsen Jr., administrative vice president; James P. Napier, executive vice president; Charlton G. Shaw, executive vice president. 500 Fifth Ave., New York 18. Tel.: Pennsylvania 6-2850. James O. Peckham, executive vice president. 215 Market St., San Francisco, Calif. Tel.: Yukon 2-1970. Franklin H. Graf, vice president. 109 St. Aldates, Oxford, England; Dr. Edward L. Lloyd, managing director. 2436 Yonge, St., Toronto, Ontario, Canada; D. M. Prather, president. 35 Fisher St., Petersham, N. S. W., Sydney, Australia; Justin Power, director. (Broadcast audience measurement, marketing research.)

157 Federal St., Boston 10. Tel.: Liberty 2-1870. Edward J. Noonan, director.

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION — O'CONNOR SURVEY Co.—304-305 Vester Bldg., Knoxville. Tel.: 5-2272. Bernice M. O'Connor, president. (Radio audience surveys.)

OFFICE OF RESEARCH Inc.— 3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director. (Radio and TV consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.— 44 Nassau St., Princeton, N. J. Tel.: 3600. Dr. Claude Robinson, president; Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrop, Hugh Rusch, Dilman M. K. Smith, vice presidents.

ALFRED POLITZ RESEARCH INC.—270 Park Ave., New York 17. Tel.: Plaza 9-5200. Alfred Politz, president; Lester R. Frankel, technical director; Robert Weller, chief of sampling department; Jerome Greene, Eva Klein, Robert Lindsey, Harry L. Smith Jr., project directors; Mildred Taylor, field director. (Marketing, advertising, product, opinion and media research.)

THE PSYCHOLOGICAL Corp.— 522 Fifth Ave., New York 18. Tel.: Murray Hill 2-2145. Walter R. Miles, chairman of the board; George K. Bennett, president; Albert D. Freiberg, 1st vice president; Harold Seashore, 2d vice president; Henry C. Link, Rose G. Anderson, vice presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.

PUBLISHERS INFORMATION BUREAU Inc. (PIB)—271 Madison Ave., New York 16. Tel.: Murray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secretary. Branch Office: c/o Leading National Advertisers, 21 E. Hubbard St., Chicago 11. Tel.: Whitehall 4-6533.

THE PULSE Inc.—15 W. 46th St., New York 36. Tel.: Judson 6-3316. Director: Dr. Sydney Roslow; Manager: David Klein; ass't director: Nelle Kelly; associate director, Laurence Roslow. (Radio, television, market research.)

RESEARCH CO. OF AMERICA —341 Madison Ave., New York 17. Tel.: Murray Hill 4-0075. General Manager, A. Edwin Fein; director of research, Harold L. Mooney; director of marketing management division, Marquis Regan; director of management service division, Walter S. Stanley.

ELMO ROPER — 30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4900. *Associates:* Carolyn Crusius, Louis Harris, Burns Roper, Robert Williams, Julian Woodward.

N. C. RORABAUGH Co. — 347 Madison Ave., New York 17. Tel.: Murray Hill 6-2193. Publisher: N. Charles Rorabaugh. Radio Editor: Stella Brauner; TV Editor: Margaret Miller. (Publishes monthly Rorabaugh Reports on Spot Radio & TV Advertising.)

S-D SURVEYS Inc.—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-2430. *Officers:* Arthur B. Dougall, president and treasurer; Carl H. Henrikson Jr., vice president and general manager; John Dunn, secretary & director of field operations; Norman P. Heine, assistant secretary-treasurer.

Unions and Labor Groups Affecting Radio

Name of Organization	Address & Telephone No.	Executives
	AMERICAN FEDERATION OF LABOR (AFL) (Headquarters: 901 Massachusetts Ave., N.W., Washington, D. C. Tel.: NAtional 3870) Pres.: William Green	
American Federation of Musicians (AFM) (Headquarters)	570 Lexington Ave. New York City Tel.: PLaza 8-0600	James C. Petrillo, Pres. C. L. Bagley, V.P. Leo Cluesmann, Secy. Harry J. Steeper, Treas.
Chicago Local 10	175 W. Washington Blvd. Chicago, Ill. Tel.: STate 2-0063	James C. Petrillo, Pres.
American Federation of Musicians Mutual Protective Assn. Local 47	817 N. Vine St. Hollywood 28, Calif. Tel.: Hudson 2-2161	John Groen, Pres. Phil Fischer, V.P. & Radio-TV Rep.
Associated Actors & Artistes of America	45 W. 47th St. New York City Tel.: PLaza 7-7660	Paul Dullzell, Pres.
	*Organizations Affiliated With AAAA**	
Actors Equity Assn.* (Headquarters)	45 W. 47th St. New York City Tel.: PLaza 7-7660	Clarence Derwent, Pres. Louis M. Simon, Exec. Secy.
(Other Offices)	6336 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	Christopher O'Brien, Western Rep.
American Federation of Radio Artists (AFRA)* (Headquarters)	15 W. 44th St. New York 17, N. Y. Tel.: VAnderbilt 6-1810	Alan Bunce, Pres. Frank Reel, Nat'l Exec. Secy.
(Other Offices)	102 Hubbard St. Chicago, Ill. Tel.: DElaware 7-7017	Ray Jones, Exec. Secy.
	6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 5125	Claude L. McCue, Western Reg. Dir.
American Guild of Musical Artists* (Headquarters)	276 W. 43d St. New York City Tel.: LOngacre 5-7508	Lawrence Tibbett, Pres. Hyman Faine, Exec. Secy.
(Other Offices)	6336 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	Edward Rosenberg, Western Rep.
American Guild of Variety Artists* (Headquarters)	1697 Broadway New York City Tel.: CIrcle 6-7130	Georgie Price, Pres. Louise Havoc, Exec, V.P. Henry Dunn, Secy.
(Other Offices)	6712 Sunset Blvd. Hollywood 28, Calif. Tel.: Hillside 8281	Edward Rio, Western Reg. Dir.
Chorus Equity Assn.*	701 7th Ave. New York City Tel.: CIrcle 5-6054	Clarence Derwent, Pres. Paul Dullzell, Chrmn. Exec. Comm. Ben Irving, Exec. Secy.
	[Note: AFRA-TVA or AAAA-TVA merger pends.]	
Screen Actors Guild (SAG) (Headquarters)	7046 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-7311	Ronald Reagan, Pres. John L. Dales Jr., Exec. Secy.
(Other Offices)	67 W. 44th St. New York 18, N.Y. Tel.: MUrray Hill 7-4623	Mrs. Florence Marston, Eastern Rep.
Screen Extras Guild	723 N. Western Ave. Los Angeles 29, Calif. Tel.: Garfield 3301	Richard Gordon, Pres. H. O'Neil Shanks, Exec. Secy.
International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE) (Headquarters)	1270 6th Ave. New York City Tel.: CIrcle 5-4370	Richard Walsh, Pres. William Raoul, Secy.-Treas.
(Other Offices) Local 110	188 W. Randolph St. Chicago, Ill. Tel.: CEntral 6-4582	
	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Gladstone 3117	Roy M. Brewer, International Rep.

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SCHWERIN RESEARCH Corp.— 2 W. 46th St., New York 19. Tel.: Luxemburg 2-4690. Horace S. Schwerin, president; Leonard Kudisch, executive vice president. (Radio, television, motion picture qualitative research and commercial studies.)

STANDARD AUDIT & MEASUREMENT SERVICES INC.—89 Broad St., New York 4. Tel.: Whitehall 3-8390. Kenneth H. Baker, president; Owen Smith, vice president; Michael R. Notaro, treasurer; Edward Becker, secretary.

DANIEL STARCH & STAFF — 420 Lexington Ave., New York. Tel.: Lexington 2-6622. Jack Boyle, director of TV research. (Continuing monthly study of effectiveness of TV commercials.)

WHITE & ARNOLD—250 E. 43d St., New York 17. Tel.: Murray Hill 3-3652. Percival White, Pauline Arnold, marketing counsellors.

REGIONAL NETWORKS of the UNITED STATES

AIRLINE NETWORK—Comprising WSGN Birmingham, WHBS Huntsville. Headquarters: Radio Park, P. O. Box 2553, Birmingham, Ala. Tel: 4-3434. J. Harry Callaway, sales manager.

ALASKA BROADCASTING CO.—Comprising KFQD Anchorage; KFRB Fairbanks; KINY Juneau; KTKN Ketchikan; KIBH Seward; KIFW Sitka. Headquarters: 830 Securities Bldg., Seattle. Tel.: Seneca 6333. Wm. J. Wagner, owner and general manager; Irving W. Lusk, commercial manager.

THE ALOHA NETWORK—Comprising KIPA Hilo; KTOH Lihue; KHON Honolulu and KMVI Wailuku. Headquarters: P. O. Box 1380, Honolulu 42. Tel.: 9-5295. R. M. Fitkin, general manager. Represented by W. S. Grant Co.

ARIZONA BROADCASTING SYSTEM—Comprising KTAR Phoenix; KVOA Tucson; KYUM Yuma; KGLU Safford; KWJB Globe; KYCA Prescott; KAWT Douglas. Executive officers: Dick Lewis, KTAR, manager; Bill Harvey, KTAR, commercial manager; J. Howard Pyle, KTAR, program manager; Bob Pollard, KTAR, promotion manager; John Snow, KTAR, news editor. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY Phoenix; KTUC Tucson; KSUN Bisbee and KYMA Yuma. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Albert Johnson, KOY; Lee Little, KTUC; Carl Morris, KSUN; John L. Hogg, KOY, commercial manager.

ARKANSAS GROUP—Comprising KVRC Arkadelphia; KDMS El Dorado; KGRH Fayetteville; KXJK Forrest City; KFPW Fort Smith; WGVM Greenville, Miss.; KHOZ Harrison; KFFA Helena; KXAR Hope; KWFC Hot Springs; KXRJ Russellville; KWAK Stuttgart; KTFS Texarkana; KBTM Jonesboro; KNBY Newport; KDRS Paragould; KCLA Pine Bluff; KWEM West Memphis; KAMD Camden.

ARKANSAS NETWORK—Gen'l. office, 114 East Capitol St., Little Rock, Ark. Comprising KARK Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in cities with multiple stations. Costs are combined station time and line charge.

ARROWHEAD NETWORK—Comprising WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, Wis.; WJMC Rice Lake, Wis.; WISC Madison, Wis. Available as a hookup. Represented nationally by George P. Hollingbery Co. Headquarters: WEBC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, WEBC, manager.

BROADCASTING CORP. OF AMERICA'S NETWORK—Comprising KPRO Riverside and San Bernardino; KROP Brawley and El Centro; KREO Indio; KYOR Blythe; KPOR(FM) San Bernardino and Riverside. Office: 3401 Russell St., Riverside. W. L. Gleason, president and general manager.

PAUL BUNYAN NETWORK — Michigan regional network comprising WTCM Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord. Headquarters: Paul Bunyan Bldg., Traverse City. Les Biederman, president and general manager.

CALIFORNIA NORTHERN GROUP—KSYC Yreka; KBLF Red Bluff; KSUE Susanville. Jack A. Mitchell, KSYC, manager. West Coast Representative: Tracy Moore & Assoc.

COLUMBIA PACIFIC NETWORK—Comprising KNX Los Angeles; KCBS San Francisco; KCBQ San Diego; KFRE Fresno; KGDM Stockton; KMBY Monterey; KROY Sacramento; KCMJ Palm Springs; KOIN Portland; KIRO Seattle; KXLY Spokane. Headquarters: Columbia Square, Los Angeles. William D. Shaw, general manager.

COLUMBINE NETWORK—Comprising KMYR Denver; KCOL Fort Collins; KBOL Boulder; KEXO Grand Junction; KCSJ Pueblo; KYOU Greeley; KRDO Colorado Springs; KFTM Fort Morgan. All in Colorado. Headquarters: Security Life Bldg., Denver. Albert G. Meyer, general manager; Edwin E. Koepke, commercial manager.

CONNECTICUT STATE NETWORK—Regional network comprising WSTC Stamford; WNAB Bridgeport; WTHT Hartford; WNHC New Haven; WNLC New London; WATR Waterbury; WTOR Torrington. Headquarters: WTHT. C. Glover DeLaney, president.

CORN BELT WIRELESS REBROADCASTING SERVICE — This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO Des Moines; WOC Davenport, and KMA Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Paul A. Loyet, WHO, resident manager; Harold W. Fulton, WHO, sales manager. National representatives: Free & Peters Inc.

DAIRYLAND NETWORK—Comprising WTCN Minneapolis-St. Paul; KATE Albert Lea; KWLM Wilmar, and KWNO Winona. All in Minnesota. Headquarters: Radio City, 50 South 9th St., Minneapolis 2. Telephone: Lincoln 0552.

DIXIE NETWORK — Comprising KATL Houston; KRIC Beaumont. Both in Texas. Headquarters: State National Bldg., Houston 2. H. C. Davis, president; King H. Robinson, executive vice president.

FOREIGN LANGUAGE QUALITY NETWORK — Comprising stations broadcasting to major Italian, Polish, and other foreign language markets in the United States. Headquarters: 22 East 40th St., New York 17. Tel.: Murray Hill 9-0006. Adam Young, general manager.

THE GARDEN STATE NETWORK — Comprising WNJR Newark; WCTC New Brunswick; WTTM Trenton; WKDN Camden; WJLK Asbury Park; KFPG Atlantic City; WSNJ Bridgeton. All in New Jersey. Headquarters: WFPG Atlantic City. Telephone: 5-2188. Fred Weber, chairman.

GEORGIA ASSN. OF LOCAL STATIONS—Comprising WDEC Americus; WGAU Athens; WATL, WBBQ Augusta; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WKEU Griffin; WFOM Marietta; WFRP Savannah; WWNS Statesboro; WWGS Tifton; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point; WMVG Milledgeville; WMGA Moultrie; WROM Rome; WDWD Dawson; WBHB Fitzgerald; WDUN Gainesville; WSFT Thomaston; WKTG Thomasville; WIBB Macon; WGIG Brunswick. Tom Carr, sales director, 101 Marietta St. Bldg., Atlanta.

GEORGIA MAJOR MARKET TRIO — Comprising WAGA Atlanta; WTOC Savannah; WMAZ Macon. Available individually and in group. National representatives: The Katz Agency Inc.

GOLDEN PHEASANT NETWORK — Comprising KIHO Sioux Falls; KORN Mitchell; KIJV Huron; KSDN Aberdeen. All South Dakota and MBS affiliates.

GRANITE STATE NETWORK—Comprising WOTW Nashua; WKBR Manchester; WWNH Rochester; WTSV Claremont; all in New Hampshire. Also WTSA Brattleboro, Vt. Headquarters: 155 Front St., Manchester. Al Malin, WWNH, president; Ralph Gottlieb, WKBR, manager; William Rust Jr., WKBR, treasurer.

GREAT LAKES NETWORK—Comprising WSAM-AM-FM Saginaw; WLEW Bad Axe; WFYC Alma; WOAP-AM-FM Owosso. All in Michigan. Headquarters: Radio Bldg., Saginaw, Mich. Jack D. Parker, manager.

GREAT NORTHERN BCSTG. SYSTEM—Comprising KVOX Moorhead, Minn.; KWLM Wilmar, Minn.; KMHL Marshall, Minn.; KGDE Fergus Falls, Minn.; KLPM Minot, N.D.; KGCU Mandan, N.D.; KOVC Valley City, N.D.; KDLR Devils Lake, N.D.; KGCX Sidney, Mont.; KNOX Grand Forks, N.D. Headquarters: 107 First Ave., N.W., Mandan, N.D. M. J. Reichert, secretary.

GREAT WEST NETWORK—Comprising KVER Albuquerque; KSVP Artesia, New Mexico. Headquarters: Box 1388, Albuquerque. William T. Kemp, president; Ken Palmer, general manager; Keith Tye, general sales manager; Larry Darley, national sales manager; Ted Nelson, assistant manager.

THE GREATER ST. LOUIS BROADCASTING SYSTEM — Comprising KXLW, KSTL, WEW, all St. Louis, Mo. Also WTMV E. St. Louis, Ill.

GUY GANNETT BROADCASTING SYSTEM—Comprising WGAN Portland and WGUY Bangor, Me. Headquarters: Gannett Bldg., Portland, Me.

HOOSIER NETWORK—Comprising WCNB Connersville; WCTW New Castle; WMRI Marion; WSRK Shelbyville; WFML Washington; WRSW Warsaw. All Indiana. Business office: Colonial Bldg., New Castle, Ind.

INTERMOUNTAIN NETWORK—Utah Group; KALL Salt Lake City; KLO Ogden; KOVO Provo; KVNU Logan; KOAL Price; KSVC Richfield; KSUB Cedar City; Idaho Group: KWIK Pocatello; KIFI Idaho Falls; KLIX Twin Falls; KFXD-AM-FM Nampa-Boise; Wyoming Group: KVRS Rock Springs; KSPR Casper; KPOW Powell; KWYO Sheridan; KOWB Laramie; KOVE Lander; Montana Group: KBMY Billings; KRJF Miles City; KMON Great Falls; KOPR Butte; KXLO Lewiston; KFDW Helena; KIYI Shelby; KAVR Havre; KPRK Livingston; KRAM Las Vegas, Nev.; New Mexico Group: KVER Albuquerque; KSVP Artesia; KICA Clovis; KTNM Tucumcari; KOBE Las Cruces; KFUN Las Vegas; KRTN Raton; KGFL Roswell; KSET El Paso, Texas; Colorado Group; KCSJ Pueblo; KBNZ La Junta; KFEL Denver. Main office: 146 South Main St., Salt Lake City. Officers: George C. Hatch, president; Lynn L. Meyer, vice president in charge of sales; Jack Paige, vice president in charge of programs; W. D'Orr Cozzens, director of engineering; Gordon Owen, director of homemaker's programs; Mal Wyman, sports director; Jack Goodman, promotion director; Stan Farnsworth, farm director; Paul Sullivan, news director; Earl Donaldson, music director.

IOWA TALL CORN NETWORK—An Iowa network comprising KWCR Cedar Rapids; KROS Clinton; KSIB Creston; KSTT Davenport; KDEC Decorah; KDTH Dubuque; KVFD Fort Dodge; KFJB Marshalltown; KWPC Muscatine; KCOM Sioux City; KICD Spencer; KRIB Mason City; KCIM Carroll; KOEI Oelwein. Business office: 707 Locust St., Des Moines.

DON LEE BROADCASTING SYSTEM — Southern California: KHJ Los Angeles; KGB San Diego; KDB Santa Barbara; KFXM San Bernardino; KAFY Bakersfield; KCOK Tulare-Visalia; KVOE Santa Ana; KXO El Centro; KVEC San Luis Obispo; KPRL Paso Robles; Northern California: KFRC San Francisco; KMYC Marysville; KSBW Salinas-Monterey; KIEM Eureka; KHSL Chico; KVCV Redding; KYNO Fresno; KYOS Merced; KXOA Sacramento; KXOB Stockton; Northwest (Oregon): KPOJ Portland; KRNR Rosenburg; KFJI Klamath Falls; KORE Eugene; KOOS Coos Bay; KAST Astoria; KUIN Grants Pass; KWIL Albany; KBND Bend; KSLM Salem; Northwest (Washington): KVI Seattle-Tacoma; KYAK Yakima; KXRO Aberdeen; KPUG Bellingham; KGY Olympia; KELA Centralia; KRKO Everette; KWLK Longview; KNEW Spokane; KUJ Walla Walla; KWNW Wenatchee; KWAL Wallace, Ida.; KRLC Lewiston, Ida.; KVNI Coeur d'Alene, Ida.; KATO Reno, Nev. Represented nationally by John Blair & Co. Headquarters: KHJ Los Angeles. Executive officers: Willet H. Brown, president; Ward D. Ingrim, executive vice president; Norman Boggs, vice president in charge of sales; Norman Ostby, vice president in charge of station relations.

LONE STAR CHAIN—Texas regional network comprising WBAP Fort Worth; KTBC Austin; KTSA San Antonio; KXYZ Houston; KROD El Paso; KTXL San Angelo; KWKC Abilene; KOSA Odessa; KFDM Beaumont; KRGV Weslaco; KEYS Corpus Christi; KTRE Lufkin; KTBB Tyler; KGNC Amarillo; KFYO Lubbock; KFDX Wichita Falls. Headquarters: O. L. Taylor Co., 1024 Life of America Bldg., Dallas 1. Harold V. Hough, president; Fred J. Nahas, vice president; O. L. (Ted) Taylor, secretary-treasurer; O. L. Taylor Co., representative; Fred L. Vance, gen. mgr.

LONG RADIO ENTERPRISES — Comprising KIOX Bay City; KVIC Victoria; and KTLW Texas City; KSAM Huntsville. All in Texas and available as a package group. J. G. Long, managing director, P.O. Box 1391, Bay City.

MAIL ORDER NETWORK—Specialized group linked largely by transcription and devoted to selling products by mail. Supplies affiliates with programming including commercial announcements, handles negotiations with sponsors, arranges program promotion and acts as clearing house for offers, copy and products. Headquarters: 270 Park Avenue, N.Y. Tel.: Plaza 8-2136. Richard Davimos, president.

MAINE BROADCASTING SYSTEM — Comprising WCSH Portland; WLBZ Bangor; WRDO Augusta. William Rines, WCSH, manager. Represented by Weed & Co. and Bertha Bannan.

McCLATCHY BEELINE—Comprising KFBK, KFBK-FM Sacramento; KMJ and KMJ-FM Fresno; KWG Stockton; KERN and KERN-FM Bakersfield; KOH Reno, Nev. and KBEE (FM) Modesto. Headquarters: 911 Seventh St., Sacramento, Calif. Eleanor McClatchy, president; Leo O. Ricketts, sales director.

METROPOLITAN NETWORK — Comprising WPIK Alexandria; WARL Arlington and WFAX Falls Church in Virginia. WGAY Silver Spring and WBCC Bethesda-Chevy Chase in Maryland. (All Washington, D. C., area.)

MICHIGAN RADIO NETWORK—Comprising WXYZ Detroit (key station); WBCM Bay City; WFDF Flint; WJIM Lansing; WIBM Jackson; WELL Battle Creek; WLAV Grand Rapids; WSOO Sault Ste. Marie; WKBZ Muskegon; WKLA Ludington; WGFG Kalamazoo; WHRV Ann Arbor. Sold as a unit of ABC Network. Headquarters: Stroh Bldg., Detroit. Executives: James G. Riddell, president.

THE MID-SOUTH NETWORK — Comprising WCBI Columbus; WELO Tupelo; WMOX, WMOX-FM Meridian; WROX Clarksdale; WNAG Grenada; WROB West Point; WSSO Starkville. All in Mississippi. Headquarters: WCBI Columbus. Bob McRaney, general manager.

MISSISSIPPI BROADCASTING CO. (Withers Gavin Stations)—Comprising WCOC Meridian; WJQS Jackson; WMBC Macon, and WACR Columbus, all in Mississippi.

NEW ENGLAND MAJOR MARKET GROUP—Comprising WLAW Lawrence, Mass.; WPRO Providence, R. I.; WDRC Hartford, Conn.; WTAG Worcester, Mass.; WGAN Portland, Me.; WGUY Bangor, Me. Walter Haase, chairman. Represented by Paul H. Raymer Co.

NEW ENGLAND REGIONAL NETWORK — Special regional network of NBC-affiliated stations, comprising WTIC Hartford; WBZ Boston; WJAR Providence; WCSH Portland; WLBZ Bangor; WRDO Augusta, Me. Directors: Paul W. Morency, WTIC, chairman; Joseph E. Baudino; Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH. Operations Director: Mr. Morency. Represented nationally by Weed & Co.

NORTH EASTERN BROADCASTING SYSTEM — Comprising WABI Bangor; WLAM Lewiston-Auburn; WPOR Portland; WTVL Waterville; All in Maine. WFEA Manchester; WKNE Keene; WLNH Laconia; WHEB Portsmouth; WMOU Berlin; WKXL Concord. All in New Hampshire. WJOY Burlington; WSKI Montpelier-Barre. Both in Vermont. WACE Chicopee-Springfield; WALE Fall River; WBEC Pittsfield; WBSM New Bedford; WEIM Fitchburg; WHAV Haverhill; WKOX Framingham; WORC Worcester. All in Massachusetts. Also WHIM Providence, R. I., WTHT Hartford, WBRY Waterbury, Conn. Headquarters: John Hancock Bldg., Boston 16. Elmer Kettell, sales director.

NORTHWEST NETWORK — Comprising KSTP St. Paul; KROC Rochester, Minn.; KYSM Mankato, Minn.; KFAM St. Cloud, Minn.; WEAU Eau Claire, Wis.; WDAY Fargo, N.D.; KFYR Bismark, N.D.; WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WJMC Rice Lake, Wis. Headquarters and sales office: 3415 University Ave., KSTP Minneapolis-St. Paul. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Miller Robertson, sales manager.

THE NUTMEG NETWORK — Comprising WDRC Hartford; WBRY Waterbury; WELI New Haven; WICC Bridgeport; WICH Norwich. All Connecticut. Headquarters: 750 Main St., Hartford, Conn. Tel.: 7-1188. Address communications to Walter Haase, WDRC.

OHIO NETWORK—Comprising WKRC-TV Cincinnati; WHIO-TV Dayton; WBNT(TV) Columbus.

OKLAHOMA NETWORK—Comprising KTOK Oklahoma City; KCRC Enid; KBIX Muskogee; KADA Ada; KVSO Ardmore; KTMC McAlester; KSWO Lawton. Available as a regional network. Headquarters: Albert Riesen, president, KVSO Ardmore. Represented nationally by Taylor-Borroff Inc.

THE OREGON TRAIL NETWORK—Owned and operated by Inland Radio Inc. KSRV Ontario; KBKR Baker, and KLBM LaGrande. Lee W. Jacobs, general manager.

PALMETTO BROADCASTING SYSTEM — Basic Group comprising WGAC Augusta; WBGE Atlanta, both in Georgia; WCOS Columbia; choice, Charleston; WJMX Florence; WBCU Spartanburg-Union; WAIM Anderson; WTYC Rock Hill and WTND Orangeburg, all in South Carolina; other affiliated stations, WRFC Athens; WKLY Hartwell and WGGA Gainesville, all in Georgia; WGCD Chester; WHSC Hartsville; WSNW Seneca; WKDK Newberry; WALD Walterboro; WDSC Dillon; WACA Camden and choice in Greenville, all in South Carolina. Executive offices: 1 Martin St., Anderson, S. C. Tel.: 3802. Officers: Wilton E. Hall, president; Glenn P. Warnock, general manager; G. P. Browne, national sales manager; V. Barath, promotion director; John F. McCallum, regional sales. Representatives: national—Burn-Smith Co. Inc.; southern—Dora-Clayton Agency Inc.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL Philadelphia; WEEW Reading; WAEB Allentown; WEST Easton; WSBA York; WAZL Hazelton; WLAN Lancaster; WARM Scranton; WILK Wilkes-Barre; WGHB Harrisburg; WKOK Sunbury; WRAK Williamsport; WFBG Altoona; WARD Johnstown; WERC Erie; WCAE Pittsburgh; WKST New Castle; WKRZ Oil City. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL Philadelphia. General Manager: Roger W. Clipp; Sales Manager: Norman R. Prouty.

RAZORBACK NETWORK—Comprising KLXR Little Rock and all other stations in Arkansas. Headquarters: 217 E. Third St., Little Rock. Tel.: 4-8928. Emil J. Pouzar, general manager.

REBEL NETWORK — Mississippi regional network comprising WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Meridian; WGCM Gulfport. Frank Gentry, business manager.

RURAL RADIO NETWORK — Owns and operates FM stations WFNF Wethersfield; WVBT Bristol Center; WVCN DeRuyter; WVCV Cherry Valley. It has as affiliates: WHCU-FM Ithaca; WFLY Troy; WHLD-FM Niagara Falls; WDHL-FM Olean; WMSA-FM Massena; WWNY-FM Watertown; WRUN-FM Utica-Rome; WHVA Poughkeepsie, all New York; and WQAN-FM Scranton, Pa. Program exchange service with WQXR-FM New York. Headquarters: 118 N. Tioga St., Ithaca, N. Y. Tel.: 4-6301. Officers: M. R. Hanna, general manager; D. K. de Neuf, asst. general manager; H. S. Brown, sales manager; T. R. Humphrey, chief engineer; M. N. Knapp, supervisor.

SOUTHWEST NETWORK — Comprising KROD El Paso; KAVE Carlsbad, N.M.; KSIL Silver City, N.M.; KOSA Odessa, Tex.; KGFL Roswell, N.M.; KWEW Hobbs, N.M. Headquarters: 202 Radio Bldg., El Paso, Tex. Dorrance D. Roderick, president; Val Lawrence, vice president and managing director; Bruce M. Barnard, commercial manager.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC Memphis; KARK Little Rock; KWKH Shreveport; WJDX Jackson, Miss. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK — Comprising KYSM Mankato; KROC Rochester and KATE Albert Lea, all in Minnesota. Headquarters: Bulmer & Johnson Inc., 326 WCCO Building, 625 Second Ave. S., Minneapolis, 2. Tel.: Lincoln 7017.

STEINMAN STATIONS (Mason Dixon Radio Group) —Regional group comprising WDEL Wilmington, Del.; WORK York, Pa.; WGAL Lancaster, Pa.; WRAW Reading, Pa.; WEST Easton, Pa.; WKBO Harrisburg, Pa.; WGAL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del. Represented nationally by Robert Meeker Assoc Headquarters: WGAL Lancaster. General Manager: Clair R. McCollough.

TENNESSEE VALLEY ASSOCIATES NETWORK—Comprising WHAL Shelbyville; WLAR Athens; WAGC Chattanooga; WKRM Columbia; WHUB Cookeville; WEKR Fayettville; WHIN Gallatin; WHBT Harriman; WCOR Lebanon; WMMT McMinnville; WGNS Murfreesboro; WCDT Winchester.

TEXAS BROADCASTING SYSTEM (TBS) — Regional network comprising KRLD Dallas; KABC San Antonio and KTRH Houston. Headquarters: KRLD Herald Square, Dallas. Clyde W. Rembert, general manager.

TEXAS PLAINS (TeePee) STATIONS—Comprising KFLD Floydada; KPAN Hereford and KVMC Coloradio City. Business Office: KFLD, P. O. Box 955, Floydada, Texas. National Sales Promotion handled by Robert S. Keller Inc., 72 Barrow St., New York City, 14.

TEXAS STATE NETWORK—Regional network comprising KFJZ Fort Worth; WRR Dallas; KABC San Antonio; KBST Big Spring; KGKL San Angelo; KWFT Wichita Falls; KRBC Abilene; KPLT Paris; KRRV Sherman; KCMC Texarkana; WACO Waco; KNOW Austin; KLYN Amarillo; KFRO Longview; KBWD Brownwood; KCRS Midland; KGVL Greenville; KTRH Houston; KRIO McAllen. Gene L. Cagle, president; Dale Drake, sales manager. Tel.: Edison 3473. Headquarters: 1201 W. Lancaster, Fort Worth 1.

TEXAS QUALITY NETWORK—Comprising WFAA Dallas; WOAI San Antonio; KPRC Houston. Associated stations: KRIS Corpus Christi; KVAL Brownsville, Tex.; KTBS Shreveport, La. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office.

THE TOBACCO NETWORK INC.—Regional North Carolina network comprising WRAL Raleigh; WTIK Durham; WFNC Fayetteville; WCEC Rocky Mount; WGTC Greenville; WHIT New Bern; WJNC Jacksonville; WGNI Wilmington. Executives: Hartwell Campbell, WGTC Greenville, president; Sam Brody, WGNI, vice president; Ray D. Williams, WHIT, secretary and treasurer; R. K. Scott, general sales manager and chairman program committee. Headquarters: Box 1988, Raleigh, N. C. Tel.: 8885. Represented nationally by Forjoe & Co.

UNION BROADCASTING SYSTEM — Comprising WXRA Buffalo; WOKO Albany; WCSS Amsterdam; WWSC Glen Falls; WENT Gloversville; WHUC Hudson; WKNY Kingston; WKIP Poughkeepsie; WDOS Oneonta; WKOP Binghamton; WELM Elmira; WGAT Utica; WNDR Syracuse; WICY Malone; WEAV Plattsburg; WNBC Saranac Lake, all in New York. WBEC Pittsfield; WACE Chicopee; WALE Fall River; WVOM Boston, all in Massachusetts; WSYB Rutland, Vt.; WJOY Burlington, Vt.; WWCO Waterbury, Conn.; WTOR Torrington, Conn.; WFAU Augusta, Me.; WKNE Keene, N.H.. Headquarters: WOKO Albany, N. Y. Jim Healey, general manager.

UPPER MIDWEST BROADCASTING SYSTEM — Comprising KXRA Alexandria; KBUN Bemidji; KLIX Brainerd; KROX Crookston; KDHL Fairbault; KSUM Fairmont; WREX Duluth; WEVE Evelth; KGDE Fergus Falls; CKFI International Falls; KTOE Mankato; KMHL Marshall; WDMA Montevideo; KVOX Fargo-Moorhead; KFAM St. Cloud, and KWLM Willmar, all in Minnesota; KDLR Devils Lake; KDIX Dickinson; KVOX Fargo-Moorhead; KNOX Grand Forks; KGCU Bismarck-Mandan; KLPM Minot; KOVC, and KGCX Willistom-Sidney, all in North Dakota; KIJV Huron; KORN Mitchell; KIHO Sioux Falls, and KWAT Watertown, all in South Dakota; WIKB Iron River; WJMS Ironwood; WJPD Ishpeming, and WDBC Escanaba, all in Michigan; WHBY Appleton; WATW Ashland; WBEL Beloit; WBIZ Eau Claire; WJPG Green Bay; WLCX La Crosse; WLDY Ladysmith; WIBU Madison-Poynette; WLIN Merrill; WOBT Rhinelander; WTCH Shawano, and WFHR Wisconsin Rapids, all in Wisconsin. President, Orville Lawson; Headquarters, 935 Northwestern Bank Bldg., Minneapolis, Minnesota.

VIKING NETWORK—Comprising KVAS Astoria; KRUL Corvallis; KUGN Eugene; KIHR Hood River; KFLW Klamath Falls; KMCM McMinnville; KNPT Newport; KRCO Prineville; KOCO Salem, and KTIL Tillamook, all Oregon, and KELS Kelso, Wash. Headquarters: Beaverton, Ore. Mailing address, P.O. Box 296, Beaverton. Tel.: Beaverton 4-4911. Manager: Tom Hotchkiss.

WESTERN RADIO NETWORK—Headquarters: 418 S. Robertson, Los Angeles.

WEST TEXAS PACKAGED STATIONS—Comprising KRBC Abilene; KBST Big Spring; KGKL San Angelo; KTRN Wichita Falls; KCBD Lubbock; KCRS Midland.

WISCONSIN NETWORK — Network comprising WHBY Appleton; KFIZ Fond du Lac; WCLO Janesville; WIBU Poynette-Madison; WWCF Baraboo; WRJN Racine; WHBL Sheboygan; WFHR Wisconsin Rapids; WJPG Green Bay; WGEZ Beloit. Supplementary Stations: WMAM Marinette; WEAU Eau Claire; WJMS Ironwood, Mich.; WATW Ashland; WEBC Superior; WISN Milwaukee; WKBH La Crosse; WOSH Oshkosh; WJMC Rice Lake; WOBT Rhinelander; WATK Antigo; WRCO Richland Center. Main office: Nash Block, Wisconsin Rapids. George T. Frechette, WFHR, managing director and secretary-treasurer.

Z-BAR-NET — Comprising KXLF Butte; KXLJ Helena; KXLQ Bozeman; KXLK Great Falls; KXLL Missoula, all in Montana. Available as a hookup. Managing Director: Ed Craney, KXLF.

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Assn.

Emmett Brooks, WEBJ Brewton, *president;* Tom Martin, WAPX Montgomery, *vice president;* Malcom Street, WHMA Anniston, *secretary-treasurer.*

Arkansas Broadcasters Assn.

Fred Stevenson, KGRH Fayetteville, *president;* S. C. Vinsonhaler, KGHI Little Rock, *vice president;* Storm Whaley, KUOA Siloam Springs, *secretary-treasurer.*

California State Radio & Television Broadcasters Assn.

William B. Smullin, KIEM Eureka, *president;* David McKay, KGYW Vallejo, *vice president;* Paul R. Bartlett, KFRE Fresno, *secretary.*

Colorado Broadcasters Assn.

Rex Howell Jr., KFXJ Grand Junction, *president;* Robert D. Ellis, KGHF Pueblo, *vice president;* Al G. Meyer, KMYR Denver, *secretary-treasurer.*

Florida Assn. of Broadcasters

S. O. Ward, WLAK Lakeland, *president;* L. Herschel Graves, WTAL Tallahassee, *first vice president;* George W. Thorpe, WVCG Coral Gables, *second vice president;* John B. Browning, WSPB Sarasota, *secretary-treasurer.*

Georgia Assn. of Broadcasters

Ben Williams, WTOC Savannah, *president;* W. F. Scott Jr., WKTG Thomasville, *vice president;* Shed Carswell, WSFT Thomaston, *secretary-treasurer.*

Idaho Broadcasters Assn.

Earl Glade Jr., KDSH Boise, *president;* Henry H. Fletcher, KSEI Pocatello, *vice president;* Mrs. Florence Gardner, KTFI Twin Falls, *secretary-treasurer.*

Illinois Broadcasters Assn.

Ray Livesay, WLBH Mattoon, *president;* Oliver J. Keller, WTAX Springfield, *vice president;* Joe Kirby, WKRS Waukegan, *secretary-treasurer.*

Indiana Broadcasters Assn.

Daniel C. Park, WIRE Indianapolis, *president;* Martin Leich, WGBF Evansville, *vice president* (AM); Edward Ogborne, WCTW (FM) New Castle, *vice president* (FM); Carl

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PROFESSIONAL & TECHNICAL SCHOOLS FOR RADIO

Name, Address, Tel.	Courses Offered	Registrar & Registration Date
American Institute of the Air* 3123 E. Lake St. Minneapolis 6, Minn. Tel.: Wesley 1639	Announcing, writing, directing, control operating, sports play-by-play, radio time selling.	Helen S. Brown Weekly
American Television Labs of Calif.* 5606 Sunset Blvd. Hollywood 28 Tel.: Hollywood 9-8347	Radio, television servicing; communications.	Don S. MacDowell Monthly
Hal Bagg School of Broadcasting* 1674 Broadway, New York 19 Tel.: Columbus 5-5756	Announcing, acting, singing	Harold J. Bagg Continuous
Beck School for Radio* Lyceum Theatre Minneapolis Tel.: Lincoln 4708	Radio announcing, writing, program planning and production and control room operations.	Mary E. Smith Weekly
Broadcasters Network Studios* 6612 Sunset Blvd. Hollywood 28 Tel.: Hudson 2-9101	Radio staff announcing	Elaine N. Dysart Continuous
California Institute of Radio & Television* 5910 Sunset Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-1938	Speech, announcing, writing, advertising, 1st class license training, production.	G. Bringham Bi-monthly

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*GI Approved

State Associations

(Continued from page 481)

Vandagrift, WOWO Fort Wayne, *secretary-treasurer;* Dee Coe, WWCA Gary, *assistant secretary;* Robert Enoch, WXLW Indianapolis, *assistant treasurer.*

Kentucky Assn. of Broadcasters

J. W. Betts, WFTM Maysville, *president;* Joseph Eaton, WKLO Louisville, *first vice president;* Ken Given, WLBJ Bowling Green, *second vice president;* Hugh Potter, WOMI Owensboro, *secretary.*

Louisiana State Assn. of Broadcasters

George H. Thomas, KVOL Lafayette, *president;* J. C. Liner, KMLB Monroe, *vice president;* B. Hillman Bailey Jr., KSIG Crowley, *secretary-treasurer.*

Maine Broadcasters Assn.

Murray Carpenter, WABI Bangor, *president;* Harold Meyer, WPOR Portland, *vice president;* Norman Gallant, WFAU Augusta, *secretary-treasurer.*

Maryland-D. C. Broadcasters & Telecasters Assn.

John E. Surrick, WFBR Baltimore, *president;* Charles J. Truitt, WBOC Salisbury, *vice president;* Charles E. Smith, WTBO Cumberland, *secretary-treasurer.*

Michigan Assn. of Broadcasters

Daniel E. Jayne, WELL Battle Creek, *president;* Don DeGroot, WWJ Detroit, *vice president;* William A. Pomeroy, WILS Lansing, *secretary-treasurer.*

Minnesota Broadcasters Assn.

John F. Meagher, KYSM Mankato, *president;* F. Van Konyenburg, WTCN Minneapolis, *vice president;* M. M. Marget, KVOX Moorhead, *secretary-treasurer.*

Mississippi Broadcasters Assn.

P. B. Hinman, WROX Clarksdale, *president;* L. M. Sepaugh, WSLI Jackson, *vice president;* Robert Evans, WELO Tupelo, *secretary-treasurer.*

Missouri Broadcasters Assn.

Glenn Griswold, KFEQ St. Joseph, *president;* S. E. Sloan, KXLW St. Louis, *vice president;* G. Pearson Ward, KTTS Springfield, *secretary-treasurer.*

Montana Broadcasters Assn.

Paul McAdam, KPAK Livingston, *president;* Marion E. Dixon, KGVO Missoula, *vice president;* Franz Robischon, KBMY Billings, *secretary-treasurer.*

Nebraska Broadcasters Assn.

William Martin, KMMJ Grand Island, *president;* Robert Thomas, WJAG Norfolk, *secretary-treasurer.*

Nevada State Broadcasters Assn.

H. G. Wells, KOLO Reno, *president;* Fred Stoye, KLAS Las Vegas, *vice president;* Robert Stoddard, KATO Reno, *secretary-treasurer.*

New Jersey Broadcasters Assn.

Paul Alger, WSNJ Bridgeton, *president;* Ranulf Compton, WKDN Camden, *vice president;* Thomas B. Tighe, WJLK Asbury Park, N. J., *secretary-treasurer.*

North Carolina Assn. of Broadcasters

T. H. Patterson, WRRF Washington, *president;* Cecil B. Hoskins, WWNC Asheville, *vice president;* Jack Younts, WEEB Southern Pines, *secretary-treasurer.*

Ohio Broadcasters Assn.

L. A. Pixley, WCOL Columbus, *president;* Robert W. Ferguson, WTRF Bellaire, *vice president;* Robert C. Fehlman, WHBC Canton, *secretary-treasurer.*

Oklahoma Broadcasters Assn.

L. F. Bellatti, KSPI Stillwater, *president;* Frank Lynch, KBYE Oklahoma City, *vice president;* Robert Jones, KRMG Tulsa, *secretary;* F. E. Wimberly, KWHW Altus, *treasurer.*

Oregon State Broadcasters Assn.

Ted W. Cooke, KOIN Portland, *president;* H. J. Chandler, KFLW Klamath Falls, *vice president;* Joe Schertler, KEX Portland, *secretary-treasurer.*

Pennsylvania Assn. of Broadcasters

John S. Booth, WCHA Chambersburg, Pa., *president;* Roger W. Clipp, WFIL Philadelphia, *vice president;* David J. Bennett, WKBO Harrisburg, *secretary;* George E. Joy, WRAK Williamsport, *treasurer.*

South Carolina Broadcasters Assn.

Melvin Purvis, WOLS Florence, *president;* Wallace Martin, WMSC Columbia, *vice president;* T. Doug Youngblood, WFIG Sumter, *secretary-treasurer.*

Southern Calif. Broadcasters Assn.

329 Equitable Blvd., 6253 Hollywood Blvd.

A. E. Joscelyn, CBS, *president;* Gene W. Lee, KFXM San Bernardino, *vice president;* Cliff Gill, KFMV (FM) Hollywood, *secretary-treasurer. Board of Directors:* Robert O. Reynolds, KMPC Hollywood; Haan J. Tyler, KFI-TV Los Angeles; Calvin J. Smith, KFAC Los Angeles; Harry Maizlish, KFWB Hollywood. *Managing director:* Robert J. McAndrews.

South Dakota Broadcasters Assn.

Byron McElligott, KSDN Aberdeen, *president;* Ray Eppel, KORN Mitchell, *vice president;* Keith Nighbert, KUSD Vermillion, *secretary-treasurer.*

Tennessee Assn. of Broadcasters

Parry Sheftall, WJZM Clarksville, *president;* Henry W. Slavick, WMC Memphis, *vice president;* Mrs. Ruth Clinard, WMAK Nashville, *secretary-treasurer.*

Texas Assn. of Broadcasters

J. R. McDonald, KCRS Midland, *president;* Gillis G. Conoley, KTAE Taylor, *vice president;* Willard Deason, KVET Austin, *secretary-treasurer.*

Utah State Assn. of Broadcasters

C. Richard Evans, KSL Salt Lake City, *president;* Arch G. Webb, KVOG Ogden, *vice president;* Mel Standage, KALL Salt Lake City, *secretary-treasurer.*

Virginia State Assn.

Charles Blackley, WTON Staunton, *president;* James Moore, WSLS Roanoke, *vice president;* Robert H. Smith, WCYB Bristol, *secretary-treasurer.*

Washington State Assn. of Broadcasters

Fred F. Chitty, KVAN Vancouver, *president;* William R. Taft, KRKO Everett, *vice president;* Allen Miller, KWSC Pullman, *secretary-treasurer.* Carl Downing, Olympia, *bureau manager.*

West Virginia Broadcasters Assn.

Joe L. Smith Jr., WJLS Beckley, *president;* Patrick J. Beacom, WVVW Fairmont, *vice president;* Alice Shein, WBTH Williamson, *secretary-treasurer.*

Wisconsin Broadcasters Assn.

Ben Laird, WDUZ Green Bay, *president;* Bruce Wallace, WTMJ Milwaukee, *vice president;* Verl Bratton, WKTY LaCrosse, *secretary;* Jeanne Heal, WTCH Shawano, *treasurer.*

Professional and Technical Schools

(Continued from page 482)

Name, Address, Tel.	Courses Offered	Registrar & Registration Date
Cambridge School of Radio Broadcasting* 806 Seventh Ave. New York Tel.: Judson 6-0025	All commercial and program techniques.	George S. Carlesco Continuous
Capitol Radio Engineering Institute* 3224 16th St., N. W. Washington 10, D. C. Tel.: Hobart 1520	Home study and residence courses in AM, FM & TV engineering and servicing; aeronautical engineering	Everett A. Corey Quarterly
Central Radio & Television Schools Inc.* 1644 Wyandotte St. Kansas City 8, Mo. Tel.: Harrison 5852	Radio and television broadcasting. Advanced Electronics and Radio-TV engineering.	Phil J. Murray Quarterly
Chicago Academy of Radio & Dramatic Arts* 306 S. Wabash Chicago 5 Tel.: Harrison 7-5907	Radio, stage & television.	Kathleen Kaye Weekly
Chicago Technical College* 2000 S. Michigan Ave. Chicago 16, Ill. Tel.: Calumet 5-8200	Radio servicing, practical radio engineering, radio engineering (degree).	A. B. Clements Quarterly
Cleveland Institute of Radio Electronics Inc.* 4900 Euclid Ave. Cleveland 3 Tel.: Express 1-8887	Correspondence school for radio communication and engineering.	Carl E. Smith
Columbia College* 410 S. Michigan Blvd. Chicago 5 Tel.: Wabash 2-6761	Radio broadcasting, television-radio broadcast engineering, advertising, journalism, stage	Elaine Levin Continuous
Coyne Electrical School* 500 South Paulina St. Chicago 12 Tel.: Seeley 3-7722	Practical courses, radio servicing.	C. A. Ginter Every Six Weeks
The Crescent School of Radio and Television* 500 Pacific St. Brooklyn 17, N. Y. Tel.: Triangle 5-5656	Radio-TV technicianship, servicing, industrial electronics, studio practice, station operation and home study for radio-TV service.	Harvey Pollack Continuous
Delehanty Institute 105 E. 13th St. New York 3, N. Y. Tel.: Grammercy 3-6900	Radio servicing & repair, F. M. & television electromagnetic television servicing, radio telephonic communications, radio telegraphy.	F. Gorman Continuous
Electronic Technical Institute 769 Venice Blvd. Los Angeles 15, Calif. Tel.: Richmond 9381	General, advanced electronics.	E. A. Cowgill Open
Emerson College* 130 Beacon St. Boston 16 Tel.: Kenmore 6-3340	Radio production, script, news, advertising, dramatics, programming, announcing for men and for women, radio station management & organization, television & radio survey. A.B. degree.	Clara Fraser Sept.
Geller Theatre Workshop* 6040 Wilshire Blvd. Los Angeles, 36 Tel.: York 5205	Comprehensive radio, stage, and screen.	Hazel Ayres Quarterly
Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago* Chicago 3 Tel.: Central 6-2337	Acting, directing, radio scene and costume design, technical practice (B.F.A. & M.F.A. degrees).	Louise Dale Spoor Sept. & Jan.
Jo Keith School & Agency 228 S. Wabash Ave. Chicago 4 Tel.: Webster 9-6272	Singing, dramatics, dancing, modeling, radio, stage, screen, TV.	Betty K. Ray Continuous
Lincoln School of Radio & Television* 1851 Broadway New York 23 Tel.: Circle 6-5300	Radio and television technician, communications, amateur radio.	Mildred Scott Monthly
Los Angeles Trade Technical Junior College* 1646 S. Olive St. Los Angeles 15 Tel.: Prospect 7021	Radio communications, television, servicing, radar, loran, industrial electronics.	J. N. McCaghren Continuous
The Don Martin School of Radio and Television Arts and Sciences 1653 N. Cherokee Hollywood 28 Tel.: Hudson 2-3281	Combination announcing, engineering courses, TV courses.	Adelaide Hanson Monthly
National Academy of Broadcasting Inc.* 3338 16th St., N.W. Washington 10, D. C. Tel.: Decatur 5580	Professional broadcasting course.	Helen L. Nelson Every 16 weeks
National Schools* 4000 S. Figueroa St. Los Angeles 37 Tel.: Century 2-9061	Radio, television, allied electronics; diesel, automotive and allied mechanics.	Sam Goldberg Monthly
William B. Ogden Radio Operational Engineering School 157 W. Olive Ave. Burbank, Calif. Tel.: Charleston 0-8291	Short, directed courses leading to FCC licenses.	Tally Ogden Continuous
Pathfinder School of Radio and Television Announcing 1222-A Oak St. Kansas City 6, Mo. Tel.: Harrison 0473	Complete instruction in commercial announcing, console operation, writing and programming.	Nancy McFarland Weekly
Penn Technical Institute* 5440 Penn Ave. Pittsburgh 6, Pa. Tel.: Hiland 1-3502	Television receivers, industrial electronics, preparation for FCC broadcast license examinations, broadcast studio engineering, transmitter operations.	Stanley C. Marshall Quarterly
Pierce School of Radio & Television* 52 E. 19th St. New York 3 Tel.: Oregon 7-7390	Servicing, technician and radio telegraph communications.	Leon Sitkin Every 5 weeks
Leland Powers School Inc.* 31 Evans Way Boston 15 Tel.: Aspinwall 7-2900	Radio and television courses in acting, announcing, advertising and production.	Haven M. Powers Sept.
Radio Institute of Chicago* 105 W. Adams Chicago 1 Tel.: Andover 3-6767	All phases of professional and technical broadcasting.	G. Francis Kraus Monthly
Radio Television Arts Academy 3819 Wilshire Blvd. Tel.: Dunkirk 8-1323	Radio announcing, drama, singing, writing, directing, station management, packaging.	Helen Thayer Monday
Radio-Television Institute Inc.* 480 Lexington Ave. New York 17 Tel.: Plaza 9-5665	Lab practice and classroom theory to qualify graduates for FCC exam for first-class radio-telephone operator's license.	E. C. Whittington Continuous
RCA Institutes Inc.* 350 W. 4th St. New York 14 Tel.: Watkins 4-7845	Advanced technology, radio and television broadcasting and servicing and radio operating.	C. E. Tomson Quarterly
The Celeste Rush Radio Preparatory System* 6119 Harold Way Hollywood 28 Tel.: Hollywood 9-7123	Drama motives & radio elements of production.	Celeste Rush Weekly

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Professional and Technical Schools

(Continued from page 483)

Name, Address, Tel.	Courses Offered	Registrar & Registration Date
School of Radio Technique* 228 S. Wabash Ave. Chicago 4 Tel.: Wabash 2-0712	Announcing, writing, newscasting, production, direction, acting, speech.	Fred Hartman Every six weeks
The School of Radio Technique Inc.* RKO Bldg., Radio City New York 20 Tel.: Circle 7-0193	Radio & television advertising production, announcing, writing, TV studios, 316 W. 57th St., N. Y.	Doris Ann Theiss Monthly
Frederick H. Speare, Professional Radio & Television School* 6251 Santa Monica Blvd. Hollywood 38 Tel.: Hollywood 9-2325	Announcing, news, sports, acting, control and production techniques, writing, TV, sound effects.	R. L. Speare Quarterly
Hal Styles School of Radio & Television* 8800 Wilshire Blvd. Beverly Hills, Cal. Tel.: Bradshaw 2-1490	Announcing, drama, news, editing, control operation, continuity, script, dialects, TV, management.	Mildred Mullins Continuous
Western Radio-Television Institute* 341 W. 18th St. Los Angeles 15, Calif. Tel.: Prospect 8855	Radio communications; radio, TV servicing.	M. M. Lloyd Monthly
YMCA Trade & Technical School* 15 W. 63d St. New York 23 Tel.: Endicott 2-8117	Radio servicing, FM & television, radio operating & radio code.	Helen Porth Jan. 14

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Unions and Labor Groups

(Continued from page 479)

Name of Organization	Address & Telephone No.	Executives
International Brotherhood of Electrical Workers (IBEW) Hqtrs.	1200 15th St., N.W. Washington, D.C. Tel.: DIstrict 3764	D. W. Tracy, Pres. J. Scott Milne, Secy. Albert Hardy, Internt'l Rep., Bcstg.-Recording.
(Other Offices)		
Local 134	49 N. Ogden Ave. Chicago, Ill. Tel.: SEely 3-7890	Harold Becker, Internt'l Rep., Bcstg. Lawson Wimberly, Ass't to Pres.
Local 1220	400 N. Michigan Ave. Chicago, Ill. Tel.: SUperior 7-5244	H. Walter Thompson, Pres.
Broadcast-Television Recording Engineers Local 45 (IBEW) (Headquarters)	1591 Cross Roads-of-the-World Hollywood 28, Calif. Tel.: Gladstone 8889	George A. Mulkey, Act-
Local 202	450 Harrison St. San Francisco 5, Calif. Tel.: Yukon 2-6752	M. L. Larsen, Bus. Mgr.
Office Employes' International Union Local 174 (OEIU)	7268½ Sunset Blvd. Hollywood 46, Calif. Tel.: Granite 9178	Leroy Patterson, Local Pres. Max Krug, Bus. Mgr.
Radio and Television Directors Guild (RTDG) (International Office)	114 E. 52d St. New York 22, N.Y. Tel.: PLaza 3-4300	Dick Mack, Internt'l Pres. Oliver Nicoll, 1st Internt'l V.P. Newman Burnett, Nat'l Exec. Dir. Edw. E. Hale, Asst. Exec. Secy.
New York Local	114 E. 52d St. New York 22, N.Y. Tel.: PLaza 9-0875	Ernest Ricca, Pres. Newman Burnett, Exec. Secy.
(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: Granite 5866	Max Hutto, Exec. Secy. Elizabeth Gould, Exec. Secy.
	1413 N. Dearborn Pkwy. Chicago 10, Ill. Tel.: DElaware 7-4867	Alan Fishburn, Pres.
	1426 Buhl Bldg. 535 Griswold St. Detroit 26, Mich. Tel.: WOodward 2-1422	Shields Dierkes, Pres. Boaz Siegel, Exec. Secy.
	2601 Parkway Philadelphia 30, Pa. Tel.: STevenson 7-4573	Lee D. Davis, Pres. Neil McEnroe, Secy.-Treas.
	101 N. Wayne St. Arlington, Va. Tel.: OWens 7119	Joseph W. Browne, Pres. George A. Baker, Secy.-Treas.

CONGRESS OF INDUSTRIAL ORGANIZATIONS (CIO)
(Headquarters: 718 Jackson Pl., N.W., Washington, D. C.
Tel.: EXecutive 5581.)
Pres.: Philip Murray

Name of Organization	Address & Telephone No.	Executives
American Newspaper Guild	99 University Pl. New York City Tel.: ORegon 7-1661	Harry Martin, Pres. Ralph B. Novak, Exec. V.P. William Farson, Secy.-Treas.
Communications Workers of America	1808 Adams Mill Rd. Washington, D.C. Tel.: HUdson 9200	Joseph Beirne, Pres.
National Assn. of Broadcast Engineers & Technicians (NABET) Hqtrs.	48 W. 48th St. New York 19, N.Y. Tel.: PLaza 7-3065	John R. McDonnell, Pres. Edward Lynch, Exec. V.P. Edwin Stolzenberger, N.Y. Chapter Chrmn.
(Other Offices)	80 E. Jackson Blvd. Chicago, Ill. Tel.: WAbash 2-2462	George Maher, Nat'l Rep.
	6223 Selma Ave. Hollywood 28, Calif. Tel.: Hillside 9311	James H. Brown, Legal Counsel & Rep. Ben H. Doty, Hollywood Chapter Chrmn.
	375 O'Farrell St. San Francisco 2, Calif. Tel.: Ordway 3-8484	Clifford Rothery, S. F. Chapter Chrmn.

INDEPENDENT NON-AFFILIATED UNIONS

Name of Organization	Address & Telephone No.	Executives
American Communications Assn. (ACA)	5 Beekman St. New York City Tel.: COurtland 7-1374	Joseph Selly, Pres. William Bender, V.P. (Atlantic Branch Local No. 1)
Authors League of America	6 E. 39th St. New York City Tel.: MUrray Hill 9-4950	Rex Stout, Pres. Louise Sillcox, Exec. Secy. Evelyn Burkey, Asst. Exec. Secy.

*Affiliated Groups***

Name of Organization	Address & Telephone No.	Executives
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(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: Gladstone 7128	Larry Marks, V.P. West Reg. Michael Davidson, Exec. Secy.

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(Continued from page 485)

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ERWIN NEWS SERVICE
Warner Bldg.
Julia Gaillard Erwin
Roulhac Hamilton Jr.
Henrietta Means

GEORGE E. REEDY ASSOC.
500 Walter Reed Dr.
George E. Reedy

GRANITE STATE NETWORK
2891 Audubon Terrace
Dorothy Holloway Marks

"K" STATIONS (KGEZ KING KOMO KPOA)
1090 Nat'l Press Bldg.
Rudolph Block
Florence S. Hoff

MARCH OF TIME—TELEVISION
1000 Vermont Ave., N. W.
Allen Carlton Dibble

MUTUAL BROADCASTING SYSTEM
1627 K St., N. W.
H. R. Baukhage
Frank Edwards
Wallace R. Fanning
Paul S. Green
William Hillman
Everett Holles Jr.
Fulton Lewis jr.
Joseph F. McCaffrey
Hazel Markel
Hollis M. Seavey
C. Russell Turner Jr.

NATIONAL BROADCASTING CO.—RADIO
Arthur F. Barriault
Morgan Beatty
Frank Bourgholtzer
Ned Brooks
Leif Eid
Lewie V. Gilpin
Rex Goad
Earl Godwin
Richard Harkness
Ray Henle
Herbert Kaplow
Fred Morrison
Walter J. Royen
Ray Scherer
Albert L. Warner

NATIONAL BROADCASTING CO.—TELEVISION
Theodore A. Ayers
David Brinkley
Bernard M. Dresner
Julian Goodman
G. Bradford Kress
James B. Leiper

WRC WASHINGTON—NATIONAL BROADCASTING CO.
724 14th St., N. W.
John E. Connolly
Cassius M. Keller
William Kloepfer
Russell Tornabene

STONEHOUSE NEWS AGENCY
412 Albee Bldg.
Merlin F. Stonehouse

TELENEWS PRODUCTIONS INC.
1905 Fairview Ave.
Charles E. Shutt
George Gerlach
Robert Hess
Nancy C. Kirchner
Frank Koza

TRIS COFFIN ASSOC.
World Center Bldg.
Tristram Coffin

FRENCH BROADCASTING SYSTEM
1750 Massachusetts Ave.
Mandel Salome

UNITED PRESS RADIO
714 Nat'l Press Bldg.
Bryce W. Burke
Paul W. McCloskey
George J. Marder
Glenn Martz
George McCarthy
Robert J. Serling
Helen Thomas

UNITED PRESS MOVIETONE TELEVISION
714 Nat'l Press Bldg.
W. R. Higginbotham

WOL WASHINGTON—LIBERTY BROADCASTING SYSTEM
1000 Connecticut Ave.
Helen Ashby
Karl J. Bates
Eugene H. Berger
George W. Campbell Jr.
Joseph C. Harsch
Richard T. Roll
Amelia Belle Young

WASH WASHINGTON (CONTINENTAL NETWORK)
1319 F St., N. W.
Nelson M. Griggs

WBMD BALTIMORE
8 E. Hamilton St.
Ian Ross MacFarlane
Louise Ann MacFarlane

WWDC WASHINGTON
1627 K St., N. W.
Jack F. Butler
Kenneth Evans
Denis Sartain

WINK FORT MYER, FLA.—WMIE MIAMI, FLA.
George F. Reedy

ASSOCIATE (RESIDENT)

AMERICAN BROADCASTING CO.
724 14th St., N. W.
Kenneth H. Berkeley
Alice Freer
Gilbert T. Hodges
Harry Hoskinson
Charles L. Kelly
Ruth Souter

ASSOCIATED PRESS RADIO
Evening Star Bldg.
Frank M. Stearns

CAPITAL BROADCASTING CO. (WWDC-AM-FM WASHINGTON)
1627 K St., N. W.
Ben Strouse

COOPERATIVE BROADCASTING ASSOCIATES AND RELATED STATIONS
1003 K St., N. W.
John Herling

CROSLEY BROADCASTING CORP.
Crosley Square, Cincinnati
Gil Kingsbury

DEL RIO BROADCASTING CO. (KDLK DEL RIO, TEX.)
2800 Quebec St., N. W.
Joe H. Torbett

DuMONT TELEVISION NETWORK (WTTG WASHINGTON)
Harrington Hotel, 12th and E Sts., N. W.
Roger M. Coelos
Walter Compton
Francis V. Guidice
Doland G. Roper

LIBERTY BROADCASTING SYSTEM
1000 Connecticut Ave.
John M. Dunnagan

MUTUAL BROADCASTING SYSTEM
Gail Chapman

NATIONAL BROADCASTING CO.
724 14th St., N. W.
John E. Chilain
Eugene E. Juster
Nancy Osgood

PRESS PRODUCTIONS
Helen J. Keller

UNITED BROADCASTING CO. (WOOK WINX WSID WARK WANT)
Richard Eaton

UNITED PRESS ASSN.
714 National Press Bldg.
A. F. Harrison

WOL WASHINGTON
1000 Connecticut Ave.
Raymond Swing

WWDC WASHINGTON
1627 K St., N. W.
Irving M. Lichtenstein
Norman Reed

ASSOCIATE (NON-RESIDENT)

AMERICAN BROADCASTING CO.
724 14th St., N. W.
Julian C. Anthony
John Charles Daly Jr.
Pauline Frederick
Ted Malone
Thomas Velotta
Taylor Grant
Walter Kienan
Walter Winchell

BALTIMORE BROADCASTING CORP. (WCBM BALTIMORE, MD.)
411 N. Charles St.
Charles A. Roeder

CENTRAL BROADCASTING CO. (WHO DES MOINES, IOWA)
John D. (Jack) Shelley

COLUMBIA BROADCASTING SYSTEM
485 Madison Ave., New York
Edmund A. Chester
Wells Church
Douglas Edwards
Lowell Thomas
Jesse Zousmer
Don Hollenbeck

DUMONT TELEVISION NETWORK
515 Madison Ave., New York
Leslie G. Arries Jr.

FLORIDA BROADCASTING CO. and WMBR
P. O. Box 5187, Jacksonville, Fla.
Larry Scarborough

INDEPENDENT BROADCASTING CO. (KTTS-AM-FM)
P. O. Box 1716 S.S.S., Springfield, Mo.
Bill Bowen

'K' STATIONS
KRMG Tulsa
Glenn Condon
KSOO Sioux Falls, S. D.
Orrin Melton
KTBC Austin, Tex.
Paul Bolton
KVOR Colorado Springs, Col.
Harold G. Bumpus
KXLR Little Rock, Ark.
(Miss) Bobbie H. Forster
KECK Odessa, Tex.
Ben Nedow
KEPO El Paso, Tex.
Charles J. Amador
KDWT Stamford, Tex.
David W. Ratliff
KGEZ Kalispell, Mont.
Donald C. Treloar
KGER Long Beach, Calif.
Finis A. Bell
KHMO Hannibal, Mo.
George Allen Jr.
KOME Tulsa, Okla.
Don Bell
KPRC-AM-TV Houston, Tex.
Owen Pat Flaherty

KANS WICHITA, KANS.
George Bow

KOIL OMAHA, NEB.
Theodore L. Haas

MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York
Milton Burgh
Arthur S. Feldman
Cedric W. Foster

NATIONAL BROADCASTING CO.
30 Rockefeller Plaza, New York
W. G. Brooks
Henry J. Cassidy
W. W. Chaplin
Ann Gillis
H. V. Kaltenborn
John Cameron Swayze
Lockwood Doty
Arthur H. Wakelee
Ben Grauer
James W. Hurlbut
George F. Hicks
James Fleming
W. R. Wenistein
Kenneth Banghart
Clyde Kittell

ORLANDO BROADCASTING CO.
WDBO, P. O. Box 3707, Orlando, Fla.
Carter Scofield

PENNSYLVANIA BROADCASTING CO. (WIP)
35 S. 9th Street, Philadelphia 7, Pa.
Sam Serota

SOUTHERN MINNESOTA BROADCASTING CO. (KROC)
100 First Ave. Bldg., Rochester, Minn.
Ray L. Thompson

TEXAS STATE NETWORK
KFJZ, 1201 W. Lancaster, Ft. Worth, Tex.
Hal Thompson

TRAVELERS BROADCASTING SERVICE CORP. (WTIC-AM-FM HARTFORD, CONN.)
Tom Eaton

UNITED PRESS ASSN.
Daily News Bldg., New York
C. Edmunds Allen
John J. Madigan

WCAU-AM-TV PHILADELPHIA
Charles C. Shaw

WDAS PHILADELPHIA
1211 Chestnut St., Philadelphia
M. Leonard Matt
Robert Klein

WLS CHICAGO
1230 W. Washington Blvd.
Ervin Lewis

WNYC—THE CITY OF NEW YORK
2500 Municipal Bldg.
Clifford Evans
Seymour W. Siegel

WOR NEW YORK
1440 Broadway, New York
Dave Driscoll

(Continued on page 488)

RADIO REFERENCE BOOKS AND PUBLICATIONS—1951

Editor's Note: This list includes material published during the current year or the near future. Unless otherwise noted, place of publication is New York City. Where the word "apply" appears, the listing is given for information but no guarantee can be made that it is available. However, depository libraries for material on radio and television have been established in more than a hundred city and university libraries. It is therefore recommended that a check be made in the one nearest you for the material listed here and other studies which it was not possible to include. Agnes Law, Librarian, CBS Reference Department, *Editor.*

ADVERTISING PSYCHOLOGY AND RESEARCH. An Introductory Book. By Darrell Blaine Lucas and Steuart H. Britt. McGraw-Hill, 1950. 765p. $6.50. Radio and television advertising and research are included.

AMENDING THE COMMUNICATIONS ACT OF 1934. Hearings before the U. S. Senate Interstate and Foreign Commerce Committee on S. 658, April 5-30, 1951. 419 p. Apply. These hearings and the Senate Report (No. 44, Jan. 25, 1951. 28p.) which accompanied S. 658, concern the Committee's recommendations on the functions and policies of the FCC.

THE BLUE BOOK OF TIN PAN ALLEY. By Jack Burton. Watkins Glen, Century House, 1951. 520p. $7.50. A human interest anthology of American popular music from 1890 to the present, including little-known facts about the composers and their songs, which are listed according to copyright date. Available record information is also included.

BROADCASTING TO SCHOOLS. By The Advisory Comm. on Educational Broadcasting, UNESCO, 1949, 211p. Avail. from Columbia University Press. $1.00. The report of the Advisory Committee and full reports on the organization of school broadcasting services in Australia, Belgium, Brazil, Canada, Chile, Great Britain, India, Mexico, Poland, Sweden, Switzerland, Union of South Africa and the U.S.A.

CHILDREN'S REACTIONS TO RADIO ADAPTATIONS OF JUVENILE BOOKS. By Mae O'Brien. King's Crown Press, Columbia University, 1950. 146p. $2.00. A study of the unique function of the creator and producer of children's programs, the child for whom the broadcast is intended and the educator who guides his listening to suggest means of improvement and a wider use of the newer media in elementary school classrooms.

A COMPILATION OF RADIO THESES IN AMERICAN COLLEGES AND UNIVERSITIES, 1918-1950. By Raymond D. Cheydleur. Huntington, W. Va. Marshall College, 1950. 73p. Apply. To assist students, teachers and librarians in locating valuable radio research done in educational institutions, the compiler lists theses in technical and non-technical fields by subject, pointing up the need for a more extensive use of radio in all departments, as well as more research in unexplored fields.

DIRECTORY OF COLLEGES OFFERING COURSES IN RADIO AND TELEVISION, 1950/51. By Gertrude Broderick. Washington 25, U. S. Office of Education, 1950. 33p. Colleges listed alphabetically by location in each state, with the name of the director, and mention (only) of the courses given and existing radio and television workshops. Issued annually.

DO'S AND DON'TS OF RADIO WRITING. By Dorothy B. McCann. McCann-Erickson Adv. Agency, 50 Rockefeller Plaza (20) 1951. 15p. A small booklet of instruction for those preparing scripts for the "Dr. Christian" annual competition.

DRAMA ON THE AIR. By David R. Mackey. Prentice-Hall, 1951. 468p. $7.35. A textbook by a member of a college speech department, in which radio drama is explained and analyzed with a section devoted to the special problems and techniques in acting and production. A large selection of plays for rehearsal use are included as well as an appendix on sound and radio equipment.

FOUNDATIONS IN BROADCASTING: Radio and Television. By Edgar E. Willis. Oxford, 1951. 439p. $3.25. A textbook devoted to the various aspects of the broadcasting industry by the Coordinator of Radio for the Speech and Drama Dept. of San Jose State College. Calif.

FREEDOM TO LISTEN. By Arno Huth. United Nations, Documents Office, 1951. 35p. E/CN.4/Sub. 1/155/ Apply. The author, an expert in international radio and consultant to the UN, analyzes the problems regarding the reception of radio programs, the world radio audience, and the methods of receiving programs and information, for members of the Sub-Commission on Freedom of Information and of the Press.

GODFREY, THE GREAT. By Jack O'Brian. Cross publications, 1951. 66p. $1.00. A photographic biography with text.

JINX. By Jinx Falkenburg. Duell, Sloan & Pearce, 1951. 273p. $3.50. The autobiography of a popular radio and television star.

THE LICENSING OF RADIO SERVICES IN THE U.S. By Murray Edelman. Urbana, University of Illinois press, 1950. 229p. $3.00. A study in administrative formation of policy. It was published for the Graduate college as No. 4, vol. XXXI, Ill. Studies in the Social Sciences.

THE LINGO OF TIN PAN ALLEY. By Arnold Shaw. Broadcast Music, Inc. 580 Fifth Ave. (18) 1950. 21p. Apply. An account of how those who write, publish and plug popular songs, talk and think about the fabulous business of making song hits.

MY FRIEND IRMA. By James Reach. Samuel French, 1951. 87p. 85 cents. A comedy in three acts based on the famous CBS radio series originated by Cy Howard.

NBC HANDBOOK OF PRONUNCIATION. By James F. Bender. Crowell, 1950. 372p. $4.50. This revised and expanded edition contains over 15,000 hard-to-pronounce words, with spelling indicated as pronounced and also with phonetical spelling.

NO PEOPLE LIKE SHOW PEOPLE. By Maurice Zolotow. Random House, 1951. 305p. $3.00. Biographies of eight prominent personalities of radio, stage and screen, written in a popular style and amplified with anecdotes.

OF MIKES AND MEN. By Jane Woodfin. McGraw-Hill, 1951. 275p. $3.50. The humorous inside story of the early days of radio when everybody doubled to get a program on the air. Amusing illustrations.

PRAIRIE SCHOONER ON THE AIR. Lincoln, Nebraska. The University Press, 1951. 160p. $175. Thirteen radio scripts adapted from short stories which appeared in the University's literary quarterly, described as a "genuine challenge to interpretive imagination and acting ability" of students and "the artistic and creative direction" of producers. Arranged in loose-leaf form to provide copies for drama casts.

PREVIEWS OF ENTERTAINMENT THROUGH June 1952. By Gilbert Seldes. Bantam Books, #936, 1951. 250p. 25 cents. Advance facts on movies, television and radio shows, books and other leisure time activities with a chapter on the effectiveness of making known one's preferences.

PROFITABLE ADVERTISING IN TODAY'S MEDIA AND MARKETS. By Ben Duffy. Prentice-Hall, 1951. 416p. $5.95. A complete and detailed account of each step involved in the scientific selection and most effective use of each major media, analyzed from the standpoint of economy and effectiveness, together with case histories. The chapters on radio and TV advertising and measurement of circulation are of particular interest. The author is president of a leading advertising agency.

RADIO AND FREEDOM OF INFORMATION. By Arno Huth. United Nations, Documents Office (17), 1951. 118p. Apply (E/Cn.4/Sub. 1/156.) A study of the safeguarding and promotion of freedom of information through the organization and control of radio; international information by radio; distribution and reception of information and the impact of new technological developments. By a Consultant to the UN.

RADIO AND TELEVISION BROADCAST STANDARDS by the National Broadcasting Company, 30 Rockefeller Plaza (20) 1951. 46 pages. Apply. Notation: A practical guide to National Broadcasting Company program policies arranged in three (3) parts—programs, advertising, and operating proceedings, with index. Available at depository libraries.

A RADIO AND TELEVISION BIBLIOGRAPHY. By Burton Paulu, Minneapolis, University of Minnesota, 1951. 44p. Apply. A list of references in books and magazine articles published between July 1, 1949 and May 1, 1950.

RADIO AND TELEVISION IN BRAZIL. By Arno Huth. Int. Public Opinion Research, Inc. 350 Fifth Ave. (1). The first in a series of World Communication Studies, scheduled for December publication. The author is a consultant in international radio.

RADIO IN FUNDAMENTAL EDUCATION IN UNDEVELOPED AREAS. By J. Grenfell Williams. Paris, UNESCO, 1951. 152 p. Available from Columbia University Press. 65 cents. The head of the Colonial Service, BBC, describes the use of radio in fundamental education in sixteen under-developed areas from Algeria to the West Indies. He also discusses aims and broadcasting techniques for specialized audiences and forecasts future developments.

RADIO SCRIPT CATALOG. Comp. by Gertrude G. Broderick. Washington, U. S. Govt. print. off. 1950. 84p. Free. The sixth ed. A list of more than 1,300 annotated radio scripts which are available on free loan from the Radio Script and Transcription Ex-

Radio Galleries

(Continued from page 487)

'W' STATIONS

WAGA-AM-TV Atlanta, Ga.
Dale Clark

WAVE-AM-TV WRXW (FM) Louisville, Ky.
Hugh W. Sutton

WBAP-AM-FM-TV Fort Worth, Tex.
James A. Byron

WBNS-AM-TV WELD (FM) Columbus, Ohio
Chester S. (Chet) Long

WDOD Chattanooga, Tenn.
R. L. Bosworth

WGNS Murfreesboro, Tenn.
Cecil Elrod

WHP Harrisburg, Pa.
John A. Price

WILM Wilmington, Del.
Harry F. Themal

WISN Milwaukee, Wis.
Jack Raymond

WJJD Chicago
Carl Warner

WKAL Rome, N. Y.
Harold C. Wunsch

WLAC Nashville, Tenn.
Robert S. Larimer Jr.

WLAM Lewiston, Me.
F. Parker Hoy

WIS Chicago
Harold A. Safford

WMCA New York
Leon Goldstein

WNHC-AM-TV New Haven, Conn.
Michael J. Goode

WPIX (TV) New York
John Tillman

WPTF Raleigh, N. C.
J. Edgar Kirk

WROK-AM-FM Rockford, Ill.
Bob Edell

WVVW WJPG (FM) Fairmont, W. Va.
J. Patrick Beacom

MAJOR AWARDS AND CITATIONS—1951

Awards and citations listed herewith were presented during 1951 and were not necessarily for that year.

duPont Awards*

WAVZ New Haven, Conn.

* Made annually. One to high-power station, another to low-power station, and third to news commentator "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served. . . ." Administered by Washington & Lee U., Lexington, Va. Winners receive $1,000 cash prize which, if they choose, they can donate to scholarship or fellowship. Awards established by widow of Alfred I. duPont with perpetual trust fund. (In 1951 other two winners were in television.)

Freedom Awards*

FIRST PLACE:

Cavalcade of America, sponsored by E. I. duPont de Nemours & Co., on NBC.

SECOND PLACE:

What America Means To Me, public service series, WFIL-AM-TV Phila.

The Freedom Story, series by Spiritual Mobilization, Los Angeles. A transcribed series on many stations.

Mosinee, public service broadcast, Oct. 25, 1950, WWJ-AM-FM Detroit.

Salute to the Dead, public service Broadcast, June 30, 1950, KFH Wichita, Kan.

THIRD PLACE:

Your Land and Mine, series by Henry J. Taylor, sponsored by General Motors Corp. on ABC.

Adventures in Freedom, public service series, WLS Chicago.

Mark Adams, series sponsored by Employers' Assn. of Detroit, WWJ Detroit.

Background for Peace and War, public service feature broadcast Nov. 26, 1950, KSVC Richfield, Utah.

Captain Eddie Rickenbacker on Americanism, recorded for broadcast, KMPC Hollywood.

FOURTH PLACE:

Women's Town Meeting of the Air, series of programs sponsored by Detroit Trust Co., WWJ Detroit.

Young America Speaks, public service series broadcast, KFI Los Angeles.

Sam Jones, American, series sponsored by Bank of Douglas, KOY Phoenix and Arizona Network.

Freedom, U. S. A., series of programs sponsored by C. F. Hathaway Co., WTVL Waterville, Me.

Hometown, Ohio, series of programs, WGAR Cleveland.

Destination Freedom, public service series, WMAQ Chicago.

Living—1950, "Malice in Wonderland" series, NBC.

America Is People, recorded for broadcast Armed Forces Radio Services of the Armed Forces Information and Education Division, Washington.

America Speaks, public service broadcast Sept. 18, 1950, WFBR Baltimore.

Forward America, broadcast recorded by World Broadcasting System, New York.

Boy Scouts Jamboree 1950, public service broadcast July 3, 1940, WCAU Philadelphia.

"Yes, It can Happen Here," *Americans Speak Up* program, Dr. Herbert C. Mayer, president, American Viewpoint Inc., transcribed series. *The American Way*, public service broadcast, WMOH Hamilton, Ohio.

HONOR MEDALS:

Life With Luigi, sponsored by William K. Wrigley, on CBS Sept. 19, 1950.

One Nation Indivisible, series by CBS.

Pal Theatre, dramatic episodes by boys and girls of PAL on WNBC New York.

The Greatest Story Ever Told, series sponsored by Goodyear Tire & Rubber Co., Akron, Ohio, on ABC.

This Land is Mine, series sponsored by General Federation of Women's Clubs, Washington. Program script distributed through local clubs.

Operation Survival, sponsored by National Council of Catholic Men, Washington, on NBC *Catholic Hour*.

Good Citizenship Series, WTIC Hartford, Conn.

Know Your America, U. S. historical drama series, WJR Detroit.

Band of America, Cities Service Co., New York, on NBC.

Serenaders, The Washington Water Power Co., KHQ Spokane, Wash.

Carnegie Hall, American Oil Co., ABC, Baltimore, Md.

CERTIFICATES OF MERIT:

Detroit Public Schools, Div. of Instruction, Dept. of Radio Education, Detroit.

Stamford High School Day, WSTC Stamford, Conn.

Junior Town Meeting, series sponsored by Nat'l. Conf. of Christians and Jews, WTCN St. Paul, Minn.

The Ohio Story, series sponsored by Ohio Bell Telephone Co., Cleveland, on WTAM Cleveland.

Story of A School and A Neighborhood, WAVZ New Haven, Conn.

I Speak For Democracy, Willard Wienke, single broadcast, Wilber, Neb., submitted in Voice of America contest.

Radio Station WHLI Hempstead, Long Island, N. Y.

American Democracy, William Leonard, single broadcast, Waterloo, Iowa, submitted in Voice of America contest.

I Speak For Democracy, Donald Wilson, single broadcast, Lemoore High School, Lemoore, Calif., submitted in Voice of America contest.

Standard Oil Co. of Ohio, intermission broadcast talks on Cleveland Orchestra Sunday afternoon program, Midland Bldg., Cleveland.

George Washington Carver, Chloris Waterbury Colflesh, single broadcast on *Know Your Neighbor* program

(Continued on page 490)

National Retail Dry Goods Association Awards

AWARDS FOR COORDINATED USE OF RADIO WITH OTHER MEDIA
Large Stores: Schuneman's Inc., St. Paul.
Small Stores: George Wyman Inc., South Bend, Ind.

AWARDS FOR COMPREHENSIVE USE OF RADIO
Large Stores: Joske's of Texas, San Antonio.
Small Stores: George Wyman Inc., South Bend, Ind.

GENERAL FAMILY PROGRAMS

Store	City	Program	Station	Award
		1. Large Stores		
Schuneman's Inc.	St. Paul	*Red Rooster*	WDGY	First
Luckey Platt & Co.	Poughkeepsie, N. Y.	*Luckey Star Time*	WKIP	Second
John Gerber Co.	Memphis	*Memphis Mid-South, Today & Tomorrow*	WMC	Third
Morris Sachs Inc.	Chicago	*Amateur Hour*	WENR-AM-TV	Honor'ble Mention
McCurdy & Co.	Rochester, N. Y.	*Little Symphony*	WHAM	Special Award for Service in Public Interest
		2. Small Stores		
Philips Dept. Store	Omaha	*Good Morning from Philips*	KOIL	First
A. Steiger & Co.	Holyoke, Mass.	*Steiger's Breakfast Hour*	WHYN	Second
Pomeroy's Inc.	Pottsville, Pa.	*Pomeroy Family Hour*	WPAM	Third

WOMEN'S PROGRAMS

Store	City	Program	Station	Award
		1. Large Stores		
Sibley, Lindsay & Curr	Rochester, N. Y.	*Tower Clock Time*	WHAM	Grand
		2. Small Stores		
George Wyman & Co.	South Bend, Ind.	*The Time, The Place, The Tune*	WSBT	Grand
C. K. Whitner Co.	Reading, Pa.	*The Nan Heckman Show*	WEEU	First
Nelson's	Jamestown, N. Y.	*From My House To Yours*	WJTN	Second
Linn & Scruggs Co.	Decatur, Ill.	*Something to Talk About*	WDZ	Third
Pomeroy's Inc.	Pottsville, Pa.	*Pomeroy's Sunshine Inn*	WPAM	Honor'ble Mention
L. L. Stearns & Sons	Williamsport, Pa.	*Sally Ll'son Show*	WNPA	Honor'ble Mention

TEEN AGE PROGRAMS

Store	City	Program	Station	Award
George Wyman & Co.	South Bend, Ind.	*Teen Time*	WSBT	First
J. L. Brandeis & Sons	Omaha	*Campus Cavalcade Football Roundtable*	KFAB	Honor'ble Mention
J. A. Kirven Co.	Columbus, Ga.	*Hi Times*	WRBL	Honor'ble Mention

CHILDREN'S PROGRAMS

Store	City	Program	Station	Award
Pomeroy's Inc.	Pottsville, Pa.	*Zipper Wilson Show*	WPAM	First (two awards)
Sage-Allen Co.	Hartford, Conn.	*Kiddie Corner*	WCCC	First (two awards)
Benjamin's	Salisbury, Md.	*Benjamin's Pigtail Club*	WBOC	Second
Lowenstein's	Memphis	*Junior Theatre of the Air*	WREC	Third

SATURATION SPOT CAMPAIGNS

Store	City	Program	Station	Award
Joske's of Texas	San Antonio			Grand
George Wyman & Co.	South Bend, Ind.			First
Pomeroy's Inc.	Pottsville, Pa.			Second
Wolf & Dessauer Inc.	Fort Wayne, Ind.			Third

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change of the Office of Education.

REPORT ON NATIONAL DEVELOPMENT IN THE ARTS, LETTERS AND SCIENCES, 1949-1951. By the Royal Commission (of Canada). Ottawa, The King's Printer, 1951. 517p. $3.50. A commission of five distinguished scholars examine the federal agencies and activities pertaining to Canadian cultural life. Part I is an analysis, including mass media—radio, television and films while Part II is a recommendation for federal action. Charles A. Siepmann reports on *Aspects of Broadcasting in Canada.* (Appendix VI)

SHOW BIZ FROM VAUDE TO VIDEO. By Abel Green and Joe Laurie, Jr. Henry Holt, 1951. 613p. $5.00. A half century of show business culled from the pages of Variety presented in seven eras of the national scene with facts, figures, names and anecdotes, together with a glossary of VARIETYESE. Extensively indexed.

THE STORY OF THE FIRST TRANS-ATLANTIC SHORT WAVE MESSAGE. By the Radio Club of America, 11 West 42nd St. (18) 1951. 78p. $1.00. A special commemorative issue of the Club's proceedings outlining the story of a 1921 milestone by radio pioneer technicians who demonstrated the use of short waves for long-distance radio communication.

SUCCESSFUL RADIO AND TELEVISION ADVERTISING. By E. F. Seehafer and J. W. Laemmar. McGraw-Hill, 1951. 574p. $6.50. The theory and practical applications of radio and television advertising in all phases are combined in this comprehensive textbook, together with a realistic view of the American system of commercial radio. Complete with summaries at the end of each chapter, glossary and sample forms. Written by a professor of advertising and an advertising agency executive.

TAPE RECORDING IN THE CLASSROOM. By the Minnesota Mining and Manufacturing Co. St. Paul, 1950. N. P. Apply. An informative handbook for teachers and administrators on this newer medium and its use. Written in non-technical language and well-illustrated, it was issued as a promotion piece to fill a long-felt need.

WORLD RADIO HANDBOOK FOR LISTENERS, 1951-52. Including Who's Who in World Radio. By O. Lund Johansen. Copenhagen, 1951. 112p. World Radio Publications, 1000 Connecticut Ave., Washington 6, D. C. $1.50. The 6th ed. of a valuable illustrated guide to short-wave, FM and television stations, and their personnel, arranged by continents and countries. Tables of standard frequency and time signal transmissions are included.

Information on Awards

Following is partial list of addresses for obtaining information in connection with radio awards:

duPont—Write Washington & Lee U., Lexington, Va. (deadline for entries, Dec. 31; announced in March).

Freedoms Foundation—Ken Wells, executive vice president, Freedoms Foundation Inc., Valley Forge, Pa. (deadline for nominations Nov. 20; announcement to be in February).

National Assn. of Radio News Directors—Jim Bormann, WCCO Minneapolis; deadline for entries, Sept. 1; awards announced at annual NARND convention in November).

NRDGA — Howard P. Abrahams, NRDGA, 100 W. 31st St., N. Y.

National Headliners' Club—Mal Dodson, Convention Hall, Atlantic City; (awards announced in May each year at Atlantic City, N. J.).

Ohio State—Keith Tyler, director, Institute for Education by Radio, Ohio State U., Columbus, Ohio.

George Foster Peabody—Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga. (entries taken January or later; annual awards in April).

Awards

(Continued from page 489)

sponsored by Junior League of Des Moines, Des Moines, Iowa. Des Moines school radio system.

Maine Council of Churches, single broadcast over *The Church School of the Air* during Brotherhood Week, Portland, Maine. WCLH Portland, WRDO Augusta, and WLBZ Bangor.

KGVO Missoula, Mont., single broadcast dramatizing periods of civilian hoarding in wartime.

*These awards, made for 1950, were presented in 1951 by Freedom Foundation to "Americans who make outstanding contributions to a better understanding of freedom by the things which they write, do, or say."

National Association of Radio News Directors*

WHO Des Moines "for outstanding radio news operation."

WTIC Hartford for special event coverage of the Connecticut state elections.

*Awards based on overall excellence in news presentation and for a report on special coverage of one or more major news events along with coverage of community activities.

National Headliners Club Award

RADIO

ELMER DAVIS, ABC

for "consistently outstanding news broadcasting" during 1950.

Ohio State Awards*

*Several score awards and citations presented annually by Ohio State U. Institute for Education by Radio for educational, religious and other public service broadcasting.

National Safety Council Awards

KELD El Dorado, Ark., for a record number of references to safety on its regular programs and for 120 special farm safety programs.

KFEQ St. Joseph, Mo., for 50 special radio-telephone interviews on farm safety, consistent coverage of farm safety throughout the year.

KLBM LaGrande, Ore., for its year-round safety program and for arranging for 20 merchants to feature farm safety spots daily during National Farm Safety Week.

KPOJ Portland, Ore., for a consistent year-round program, plus a "beyond the call of duty" service exemplified by sending a 15-minute farm safety program transcription to 23 Oregon stations one week prior to National Farm Safety Week.

KUOM St. Paul, for servicing tape recorded interviews to 14 Minnesota stations, submission of radio shorts to 45 stations, and arranging for safety specialists from the U. of Minnesota to appear on 10 programs on WCCO and KSTP.

KWTO Springfield, Mo., for an exceptionally fruitful farm safety contest among Future Farmers of America chapters in Missouri. In addition to this contest, the station made some reference to safety on 900 of its regular programs and broadcast 50 special farm safety programs and 400 spot announcements during the year.

WBZ-WBZA-WBZ-TV Boston, Mass., for all-round coverage of farm safety on approximately 500 regular programs.

WHFB Benton Harbor, Mich., for a series of interviews with accident victims, plus consistent coverage throughout the year.

George Foster Peabody Awards*

RADIO

WBBM Chicago
for outstanding public service by a regional station, *The Quiet Answer*.

WFPL (FM) Louisville
for outstanding public service by a local station, cited for programming since inception of the non-commercial station of the Free Public Library, Louisville, Feb. 18, 1950.

ELMER DAVIS, ABC
for outstanding reporting and interpretation of news. Citation to *Hear It Now on CBS*.

NBC
for outstanding entertainment in drama, *Halls of Ivy*.

ABC
for outstanding entertainment in music, *Metropolitan Opera*. Citation to Ira Hirschmann, WABF (FM) New York.

NBC
for outstanding educational program, *The Quick and the Dead*.

RADIO FREE EUROPE
for outstanding contribution to international understanding. Citations to WNYC New York for UN coverage and to MBS and UN Radio for *Pursuit of Peace*.

SPECIAL AWARDS

to ABC, its president, Robert L. Kintner, and his associates, Robert Saudek and Joseph McDonald, for their "courageous stand in resisting organized pressures and their reaffirmation of basic American principles."

to *Providence Journal*, its editor and publishers, Sevellon Brown, and its reporter, Ben Bagdikian, for its series of articles analyzing the broadcasts of top commentators.

*Established in 1940 in honor of the late George Foster Peabody by the board of regents of the U. of Georgia, to be jointly administered by its Henry W. Grady School of Journalism and the NARTB.

Voice of Democracy Awards*

ROBERT A. BURNETT, St. Louis, Mo.

MARCIA ANNE HARMON, Del Rosa, Calif.

NORITA NEWBROUGH, Baton Rouge, La.

RICARDO ROMULO, District of Columbia.

* Awards of scholarships of $500 each for writing and delivering best five-minute radio scripts on subject, "I Speak for Democracy." Contest jointly sponsored by National Assn. of Radio-Television Broadcasters, U. S. Chamber of Commerce and Radio-Television Mfrs. Assn.

Alfred P. Sloan Awards*

RADIO NETWORKS

NBC
for "exceptional service to safety" in airing six *Green Cross Song Festival* programs and *Death Takes a Holiday* as well as special Labor Day spots.

LOCAL STATION, SUSTAINING PROGRAMS

WNAR Norristown, Pa.
for airing 7,000 spot announcements and slogan contest which drew 28,000 entries.

REGIONAL STATION, SUSTAINING PROGRAMS

WWJ-AM-FM Detroit
for "a very effective and sustained" series of spots and shows.

COMMERCIAL PROGRAM, LOCAL STATION

C. W. Kelley Transport Co., Hutchinson, Kan.
for *Kelley's Safe-T Club* on KWHK Hutchinson.

COMMERCIAL PROGRAM, REGIONAL STATION

PLYMOUTH DEALERS OF GREATER DETROIT
for *Listen and Live* on WWJ Detroit.

COMMERCIAL PROGRAM, NETWORK

MAXWELL HOUSE COFFEE DIVISION of GENERAL FOODS
for *Father Knows Best* on NBC.

NON-COMMERCIAL EDUCATIONAL STATION

WUOT-FM KNOXVILLE
for airing 13-week *Court of Public Safety*, later distributed to other stations.

* Alfred P. Sloan Radio Awards for Highway Safety established in 1948 by Mr. Sloan, chairman of the board of General Motors, administered by the Automotive Safety Foundation.

Urbanized Areas

NEARLY two-thirds (64.0%) of the population of continental United States, 96,467,686 out of 150,697,361, lived in city territory when the 1950 census was taken, according to an analysis by the U. S. Census Bureau.

This official list includes only cities that had 50,000 or more population in prior Census Bureau enumerations and does not show a dozen metropolitan areas over 50,000 in 1950.

RANK OF URBANIZED AREAS

RANK	Urbanized Area	Population
1	New York-Northeastern New Jersey	12,296,117
2	Chicago, Ill.	4,920,816
3	Los Angeles, Calif.	3,996,946
4	Philadelphia, Pa.	2,922,470
5	Detroit, Mich.	2,659,398
6	Boston, Mass.	2,233,448
7	San Francisco-Oakland, Calif.	2,022,078
8	Pittsburgh, Pa.	1,532,953
9	St. Louis, Mo.	1,400,058
10	Cleveland, Ohio	1,383,599
11	Washington, D. C.	1,287,333
12	Baltimore, Md.	1,161,852
13	Minneapolis-St. Paul, Minn.	985,101
14	Milwaukee, Wis.	829,495
15	Cincinnati, Ohio	813,292
16	Buffalo, N. Y.	798,043
17	Houston, Tex.	700,508
18	Kansas City, Mo.	698,350
19	New Orleans, La.	659,768
20	Seattle, Wash.	621,509
21	Providence, R. I.	583,346
22	Dallas, Tex.	538,924
23	Portland, Ore.	512,643
24	Atlanta, Ga.	507,887
25	Indianapolis, Ind.	502,375
26	Denver Colo.	498,743
27	Louisville, Ky.	472,736
28	Miami, Fla.	458,647
29	San Antonio, Tex.	449,521
30	Birmingham, Ala.	445,314
31	Columbus, Ohio	437,707
32	San Diego, Calif.	432,974
33	Rochester, N. Y.	409,149
34	Memphis, Tenn.	406,034
35	Norfolk-Portsmouth, Va.	385,111
36	Akron, Ohio	366,765
37	Toledo, Ohio	364,344
38	Springfield-Holyoke, Mass.	356,908
39	Dayton, Ohio	346,864
40	Fort Worth, Tex.	315,578
41	Omaha, Neb.	310,291
42	Hartford, Conn.	300,788
43	Youngstown, Ohio	298,051
44	Albany-Troy, N. Y.	291,897
45	Oklahoma City, Okla.	275,091
46	Wilkes-Barre, Pa.	271,589
47	Syracuse, N. Y.	265,286
48	Nashville, Tenn.	258,887
49	Richmond, Va.	257,995
50	New Haven, Conn.	244,836
51	Jacksonville, Fla.	242,909
52	Bridgeport, Conn.	237,435
53	Scranton, Pa.	236,076
54	Salt Lake City, Utah	227,368
55	Grand Rapids, Mich.	226,817
56	Allentown-Bethlehem, Pa.	225,962
57	Worcester, Mass.	219,330
58	Phoenix, Ariz.	216,038
59	Sacramento, Calif.	211,777
60	Tulsa, Okla.	206,311
61	Des Moines, Iowa	199,934
62	Flint, Mich.	197,631
63	Davenport, Iowa-Rock Island-Moline, Ill.	194,925
64	Wichita, Kans.	194,047
65	Trenton, N. J.	189,321
66	Wilmington, Del.	187,359
67	Mobile, Ala.	182,963
68	Tampa, Fla.	179,335
69	San Jose, Cal.	176,473
70	Spokane, Wash.	176,004
71	Canton, Ohio	173,917
72	Stamford-Norwalk, Conn.	173,536
73	Harrisburg, Pa.	169,646
74	South Bend, Ind.	168,165
75	Chattanooga, Tenn.	167,764
76	Tacoma, Wash.	167,667
77	Huntington, W. Va.-Ashland, Ky.	156,288
78	Reading, Pa.	154,931
79	Peoria, Ill.	154,539
80	Little Rock-North Little Rock, Ark.	153,643
81	Erie, Pa.	151,710
82	Shreveport, la.	150,208
83	Knoxville, Tenn.	148,166
84	Binghamton, N. Y.	144,011
85	Duluth, Minn.-Superior, Wis.	143,028
86	Charlotte, N. C.	140,930
87	Fort Wayne, Ind.	140,314
88	Baton-Rouge, La.	138,864
89	Evansville, Ind.	137,573
90	El Paso, Tex.	136,918
91	Austin, Tex.	135,971
92	San Bernardino, Calif.	135,770
93	Lansing, Mich.	134,052
94	Waterbury, Conn.	131,707
95	Charleston, W. Va.	130,914
96	Fresno, Calif.	130,592
97	Savannah, Ga.	128,196
98	New Bedford, Mass.	125,495
99	Schenectady, N. Y.	123,273
100	New Britain-Bristol, Conn.	123,079
101	Corpus Christi, Tex.	122,956
102	Rockford, Ill.	122,226
103	Columbia, S. C.	120,808
104	Charleston, S. C.	120,289
105	Columbus, Ga.	118,485
106	Fall River, Mass.	118,120
107	Utica, N. Y.	117,424
108	St. Petersburg, Fla.	114,596
109	Portland, Maine	113,499
110	Stockton, Calif.	112,834
111	Lawrence, Mass.	112,309
112	Madison, Wis.	110,111
113	Montgomery, Ala.	109,468
114	Roanoke, Va.	106,682
115	Lowell, Mass.	106,661
116	Wheeling, W. Va.	106,650
117	Saginaw, Mich.	105,939
118	Atlantic City, N. J.	105,083
119	Jackson, Miss.	100,261
120	Lincoln, Neb.	99,509
121	Niagara Falls, N. Y.	97,620
122	Springfield, Ill.	97,371
123	Beaumont, Tex.	94,169
124	Macon, Ga.	93,499
125	Johnstown, Pa.	93,354
126	Waco, Tex.	92,834
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133	Altoona, Pa.	86,614
134	Muskegon, Mich.	85,245
135	Manchester, N. H.	84,918
136	Waterloo, Iowa	84,386
137	Greensboro, N. C.	83,412
138	Kalamazoo, Mich.	83,332
139	St. Joseph, Mo.	82,290
140	Springfield, Ohio	82,284
141	Port Arthur, Tex.	82,150
142	York, Pa.	78,796
143	Cedar Rapids, Iowa	78,212
144	Terre Haute, Ind.	78,028
145	Racine, Wis.	76,537
146	Lancaster, Pa.	76,280
147	Springfield, Mo.	75,549
148	Amarillo, Tex.	74,443
149	Decatur, Ill.	73,713
150	Durham, N. C.	73,368
151	Pueblo, Colo.	73,247
152	Orlando, Fla.	73,163
153	Galveston, Tex.	71,527
154	Raleigh, N. C.	68,743
155	Hamilton, Ohio	63,270
156	Asheville, N. C.	58,437
157	Fort Smith, Ark.	56,046

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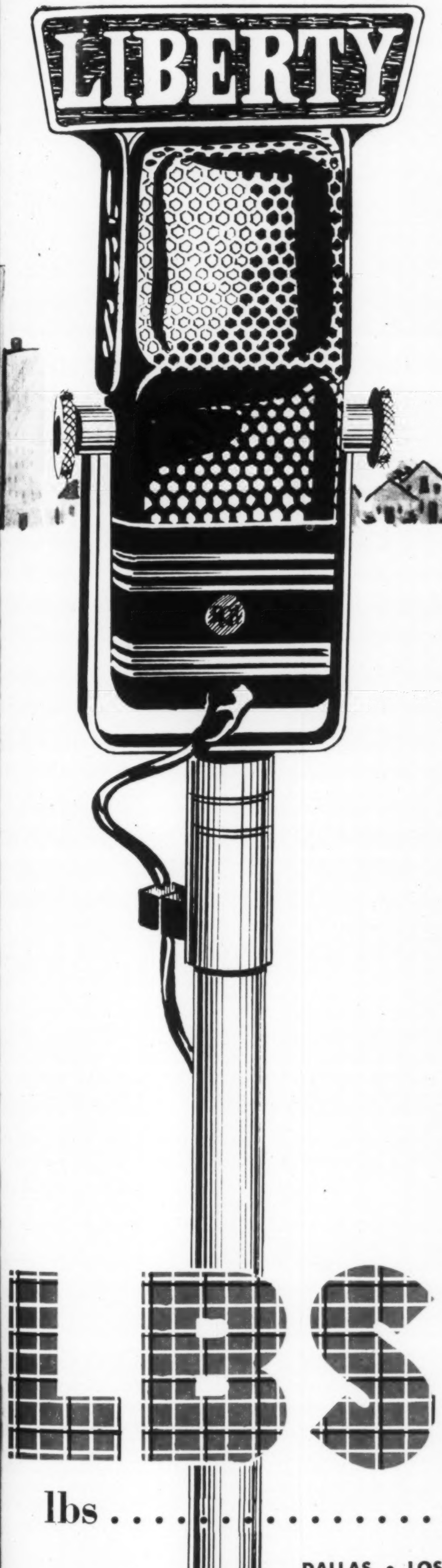

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fascinates me
much more than the
achievement of Yesterday"

David Sarnoff

Chairman of the Board
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